

PRINTERS' INK.

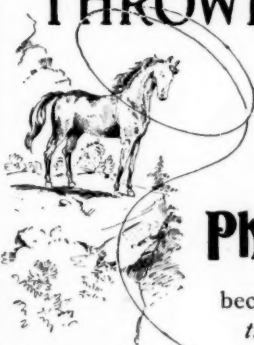
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXII. NEW YORK, JULY 25, 1900.

No. 4.

THROWING HIGH



The great bulk of local and foreign advertising that comes to Philadelphia appears in the

Philadelphia Record

because advertisers recognize it as
*the most popular and best paying
newspaper in the Quaker
City.*

Circulation average for the
first six months in 1900:

192,296

DAILY.

In an article on dailies, the June number of "The Mail Order Journal" says: "Classified advertisers, with whom THE PHILADELPHIA RECORD has always been a great favorite, get full value for their money. No better value of this kind is obtainable in Philadelphia."



All Classified Advertising 15 cents a line.

"The best service in proportion to the price charged east of Chicago."—Geo. P. Rowell.

KANSAS CITY, Jackson Co. ☐

132,716+ pop., center of sixteen railroads, on the Missouri r., at mouth of Kansas r., 26 m. S. E. of Leavenworth, 70 S. by E. of St. Joseph and 283 W. by N. of St. Louis. Second city of the State in population and importance. Manufactures and commerce and a great commercial center. Extensive mills, smelters, packing houses and stock yards.

DAILY.

JOURNAL: every morning, and **WEEKLY,** Thursdays; daily republican, weekly agricultural; daily and weekly eight to twelve, Sunday sixteen to twenty four pages 18x21; subscription—daily \$1, Sunday \$1, weekly 25 cents; established 1854; The Journal Company, publishers.

Circulation—Daily: In 1894, publisher asserts, smallest 20,500. In 1895, **E.** Actual average for 1896, **22,185**; for 1897, **22,448**; for 1898, **38,976**; for 1899, including Sunday, **42,552**; for a year ending with March, 1900, including Sunday, **42,842**. **Sunday:** In 1894, publisher asserts, smallest 30,240. In 1895, **C.** In 1896, **C.** In 1897, **C.** In 1898, **C.** In 1899, **B.** In 1900, **B.** **Weekly:** In 1894, publisher asserts, smallest 38,400. In 1895, **D.** In 1896, **D.** In 1897, **Y.** Actual average for 1898, **33,369**; for 1899, **51,071**; for a year ending with March, 1900, **62,417**.

Publisher's announcement.—For the first quarter of 1900, ending March 31st, the 105 publications entered as second-class matter at the Kansas City postoffice paid for postage \$22,297.70; of this amount the Kansas City JOURNAL paid \$5,600.45, or over 25 per cent. This is a matter of record. THE JOURNAL guarantees to advertisers a circulation exceeding 41,000 copies, daily and Sunday; exceeding \$5,000 copies, weekly.

The editor of the American Newspaper Directory recently asked the New York special agent of the KANSAS CITY JOURNAL: "Have you noticed that feature of the Directory wherein the circulation ratings accorded a paper are repeated for several years?"

"I have!" was the reply.

"Do you think it a valuable feature of the book?" asked the editor of the Directory.

"I do!" said the special agent. "I think it well worth all the space it takes in the book. It shows whether a publisher is willing to let his circulation be known, and whether it is growing or falling off."

"Do you think the privilege of inserting whatever he has to say under the heading of 'Publisher's Announcement' is a good thing for the newspaper man?"

"Yes!" said the special. "And I try to have my papers avail themselves of the privilege."

A new issue of the American Newspaper Directory will be ready for delivery on Saturday, September 1, 1900. It will be the third quarterly issue for the thirty-second year of publication. 1,400 pages. Price, \$5.00.

GEO. P. ROWELL & CO., PUBLISHERS,

No. 10 SPRUCE STREET, NEW YORK.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1873.

VOL. XXXII.

NEW YORK, JULY 25, 1900.

No. 4.

LEADING NEWSPAPERS.

A REVIEW OF COMPARATIVE IMPORTANCE AS EXHIBITED BY THE LAST QUARTERLY ISSUE OF THE AMERICAN NEWSPAPER DIRECTORY.

NOTE.—In the articles that follow, the figures of circulation given are those found in the issue of the American Newspaper Directory for June, 1900. Where the word "estimated" is used in connection with a rating it means that the editor of the Directory, in the absence of figures from the office of the newspaper, has used his privilege of indicating what, in his opinion, the circulation probably is. Only publications printing more than 1,000 issues are noticed—1,000 copies being the advertiser's unit of value. The bull's eye (●) frequently mentioned in these articles indicates that the newspaper so designated is valued by advertisers more for the class and quality of its circulation than for the mere number of copies printed.

ALABAMA.

Three daily papers in Alabama secure credit for circulations in excess of 4,000 copies per issue. These are the *Birmingham Age-Herald*, the *Birmingham Ledger* and the *Montgomery Advertiser*. The last named daily apparently prints more copies than any other in the State. Its daily issue is given at 6,642, and its Sunday output at 7,646. By many its "quality" is regarded as being quite in keeping with the quantity of its circulation. Of the remaining pair, the *Birmingham Age-Herald*, with an issue of 5,690 for its daily edition, comes next, and the *Ledger*, of the same city, third. The *Ledger* failed to report its issue for the latest issue of the Directory, and the editor of that

publication has estimated it as being in excess of 4,000 copies per issue. In 1897 it reported itself as printing 2,848, and in 1898, 5,043 copies. Its satisfaction with a 4,000 estimated rating apparently indicates a possibility that there has been somewhat of a defection from the readers secured in 1898. Of the remaining dailies having a circulation exceeding 1,000 copies per issue, the *Birmingham News* is given a rating indicating an output exceeding 2,250 copies per issue. From 1891 to 1895 exclusive no statement was obtainable from the office of the *News*; in 1896 a statement indicating a minimum issue of 7,285, and in 1897 one indicating a minimum issue of 7,312 were filed at the office of the Directory. Since that year the former policy of reticence has again been practiced, and the necessity of estimated ratings been made apparent. The *Mobile Register* is also given a rating indicating an output of 2,250 copies. Only once for the last eight years has the *Register* deigned to supply information in regard to its circulation. This was in 1897, when such a course secured this newspaper a rating of 4,677. In the following year a 4,000 rating was given and for 1899 a letter representing an issue in excess of 2,250. The fact that no protests are made in regard to these estimated ratings may be taken to indicate that the Directory's estimates are close to the facts or that it would be necessary to reduce the ratings if the facts were known.

ARIZONA.

Two daily papers, both hailing from Phoenix, are given circulation ratings indicating an output in excess of 1,000 copies per issue. Of these the *Republican*

gets credit for 4,129, the highest figure ever accorded by the Directory to an Arizona daily. In 1895 the *Republican's* circulation was estimated at being less than 1,000 copies, in 1896 it made a statement indicating an issue of 2,121; no report was forthcoming for 1897, but for 1898 the figures showed a circulation of 3,885. The *Herald* was regularly accorded a rating indicating an output of less than 1,000 copies up to 1896. In 1897 the publishers sent a detailed statement showing that they had printed an average of 2,886 during the first half of that year. Later information has been withheld, a fact going to show that the estimated rating of exceeding 1,000 copies per issue is more satisfactory to the publishers than would be the result of a detailed report in actual figures.

ARKANSAS.

Three daily papers in Arkansas are credited with average issues of over 1,000 copies. They are the *Little Rock (Ark.) Gazette*, *Arkansas Democrat* and the *Fort Smith News-Record*. The *Little Rock Gazette* is allowed an estimated issue of exceeding 2,250. It had its highest rating in 1894, when the publishers reported a minimum daily issue of 5,100. No report was made from 1896 to 1899 inclusive; the estimated rating as given above seems to be more satisfactory to the publishers than a statement of actual issues in plain figures would be. The *Little Rock (Ark.) Democrat's* rating has varied from exceeding 2,250 in 1891 to exceeding 1,000 in 1895. It was given an X rating in 1896, explained as indicating that a communication from the paper in answer to an application for revision or correction of the rating accorded produced the impression that it would not be satisfied with any rating the editor of the Directory would be justified in giving. It is a good paper as papers go in Arkansas, and probably prints an edition nearly as large as that of the *Gazette*. In 1897 and 1898 the letter Y was substituted in place of a circulation rating, indicating that no recent information

regarding its output had been furnished from the office of publication, and a consequent probability that the latest rating accorded may have been higher than a new statement would warrant. For 1899, however, an estimated rating of exceeding 2,250 was accorded, apparently going to show that the Directory's opinion of the paper's circulation had risen in the interval. The *Fort Smith News-Record* had an estimated rating in 1896 of less than 1,000. The publisher's detailed statement for 1897 indicated an actual daily average of 1,376, and that for a year ending with March, 1898, of 1,490. No satisfactory report having been received from the publishers, its issue is supposed to have fallen off somewhat, and it is accorded an estimated rating of exceeding 1,000 copies in the latest (June, 1900) edition of the Directory.

CALIFORNIA.

Of the daily papers in San Francisco, the *Examiner*, with an issue of 80,473, stands highest. Its circulation has been regularly reported by the publishers since 1894 and has been marked by a constant increase, except in the present year, when the average output for 1898, 85,499 copies, never yet exceeded by a daily on the Pacific Coast, was not reached. The *Chronicle*, with a reported issue of 78,921, comes next. In 1893 this newspaper stated its circulation in detail, and was given a rating of 60,562. From 1894 to 1897 no information was forthcoming and the letter B, indicating an estimated issue of 40,000, was accorded. The publisher's statement for 1898 entitled the paper to an actual average issue of 76,028, while for 1899 the rating 78,921, as mentioned above, was accorded. The *Call* comes third in the San Francisco dailies. Its figures of circulation are given at 55,930. In 1892 this newspaper furnished a statement which was subsequently proven to be untrue, and \$100 was paid for the evidence of falsehood presented. The *Call* thereafter changed hands, and the privilege of an actual average rating was again restored to its pub-

lishers. Recently also, the four asterisks, indicating that a reward of \$100 was once paid for the discovery of an untruthful rating accorded upon a publisher's detailed statement, have been eliminated for the same reason, and a stigma removed in whose manufacture the present publishers have had no share. The *Bulletin*, the fourth of the large San Francisco dailies, is given an actual average rating of 38,387 copies per issue. The record of the *Bulletin* shows a variation of "exceeding 20,000" in 1891 to "exceeding 7,500" in 1895. In 1896 the policy of silence regarding circulation was abandoned, and for the years following actual average ratings were accorded, each higher than the one preceding, the figures for 1899 being the highest up to the present writing. The four papers named above are the "great dailies" of San Francisco, and it is pleasant to see that in each case the ratings accorded are based on actual figures furnished by the publishers. The only other daily newspaper in California's principal city having a circulation in excess of 10,000 copies is the *Evening Post*, which the Directory gives a rating indicating an output in excess of 12,500 copies. In 1897 this newspaper's circulation was given at 19,054; for subsequent years, estimated figures were substituted.

Outside of San Francisco, but three dailies are credited with circulations in excess of 5,000 copies per issue. These are the Los Angeles *Times*, the Oakland *Tribune* and the Sacramento *Record-Union*. The *Times* has a continuous record of ratings in actual figures based on publisher's detailed statements, showing a gradual increase of 15,540 in 1895 to 26,131 in 1898. For 1899, the figures stand at 25,455, the decrease probably being due to the absence of the Spanish-American War. No other daily outside of San Francisco has credit for so large an output. It will be remembered that in 1899 this newspaper was awarded the Southern Sugar Bowl by PRINTERS' INK for giving to advertisers the best service, for the price charged, of any newspaper south

of a line drawn from San Francisco through Philadelphia to the Atlantic Ocean. Of the other dailies in Los Angeles, the *Evening Express*, *Herald* and *Record* secure estimated ratings of exceeding 4,000 copies each, and the *Journal* an estimated rating of exceeding 2,250 copies. The relative standing of Los Angeles dailies is pretty fairly shown by these figures.

The Sacramento *Record-Union* was accorded an average issue of 6,658 for 1893. Its smallest issue in 1894 was reported to have been 6,600. In 1895 and 1896 a key rating of "exceeding 4,000" was apparently satisfactory; their statement for 1897, however, entitled the paper to be credited with an average issue of 6,574 copies, and that for 1898 to 7,166 copies. The present rating, 7,422, is the highest thus far obtained.

The Oakland *Tribune's* circulation appears always to have been between 8,000 and 9,000 copies. In 1894 the figures were 8,838; in 1895, 8,837; for 1896, 8,896; in 1897, no information was obtainable; in 1898, for the same reason, a letter indicating an estimated circulation of exceeding 4,000 was accorded; the present figures are given at 8,650. The Oakland *Enquirer* is given a rating of exceeding 4,000 copies and the Oakland *Times* of exceeding 2,250, which would indicate that in the opinion of the editor of the Directory the readers of the *Tribune* number as many as those of the *Enquirer* and *Times* combined.

COLORADO.

Four papers in Denver get credit for an average daily output of over 7,500 copies. They are the *Evening Post*, *Rocky Mountain News*, *Republican* and *Times*. In 1895 the *Evening Post* was accorded by the Directory an estimated circulation rating of exceeding 4,000. From 1896 to September, 1898, the publishers made known its circulation in detail. The latest report covers 1899 and indicates an average of 25,583. The absolute correctness of these figures is guaranteed by the publishers of the American Newspaper Directory, who will pay \$100 to

the first person successfully assailing their accuracy. The *Rocky Mountain News* has a continuous record of actual circulation ratings based on publisher's detailed yearly statements. The latest covers 1899 and gives it an average issue of 25,286. The *Rocky Mountain News* is said to be the best known and most influential paper in Colorado—facts which, taken in connection with its large circulation, make it the leading daily in the State. The *Denver Republican* furnished a detailed statement of circulation for 1895, showing an average issue during the year of 23,382. In 1896 the publishers seem to have preferred an estimated rating of exceeding 20,000. Their detailed statement for 1897 showed an average issue of 21,767. For 1898, however, information was withheld and the estimate of exceeding 17,500 allowed to remain unchallenged. For 1899 the figures given are 23,111, based on the publishers' detailed statement. The *Denver Times* has not made a detailed yearly statement of circulation during the past six years. In 1894 it was credited with an estimated average output of exceeding 17,500, which has been reduced to an estimate of exceeding 7,500 in 1898-9. The latest rating indicates that a communication from the paper in answer to an application for revision or correction of circulation figures failed to be satisfactory because of certain shortcomings, and although the attention of the publisher was directed to the insufficiency of the report, and he was informed how he might remedy it, such correction had not been forwarded when the latest revision was completed.

The *Colorado Springs Gazette* is credited with the largest circulation of any daily in Colorado outside of Denver. Its average issue for 1899 was 5,771.

Of the remaining dailies in Colorado, one may mention the *Mining Record*, of Colorado Springs; the *Morning Times*, of Cripplecreek, and the Leadville *Herald-Democrat*, each with an estimated circulation of 2,250, and the Cripplecreek *Star*, the *Denver Hotel Bulletin* and the *Denver Stockman*

with estimated circulations of exceeding 1,000 copies per issue.

CONNECTICUT.

Four daily papers in Connecticut are credited with printing over 7,500 copies per average issue. They are the *Hartford Times*, *New Haven Union*, *Evening Register* and *Bridgeport Evening Post*. The *Hartford Times* furnished detailed statements of circulation for the years 1896, 1897 and 1898, and has been credited with average issues of 14,175, 14,473 and 15,552 respectively. These figures give to the *Times* the largest circulation of any daily in Connecticut. In 1899 no report was furnished, but the estimated issue exceeds 12,500. The *New Haven Union* was accorded a circulation rating of exceeding 7,500 in 1895; the publishers asserted its smallest edition during 1896 to have been 13,800; no information for 1897 was furnished; in 1898 it was estimated as in 1895; the latest estimate allows it an output exceeding 12,500 copies. The *New Haven Evening Register* was credited with from exceeding 4,000 in 1891 to exceeding 2,250 in 1896. A report for 1897 caused it to be rated as exceeding 7,500. A detailed statement in 1898 gave an average issue of 10,941 and one for 1899 of 11,130. The *Bridgeport Evening Post* regularly makes known its circulation in exact figures and has done so for years. Its actual average issue for 1895 was 10,458; for 1899 it was 11,108.

DELAWARE.

Outside of Wilmington there is no daily paper in Delaware. Wilmington prints five English dailies, but is too near Philadelphia and Baltimore to permit a local paper to achieve any great success in a town of less than 75,000 population. As is generally the case where conditions do not favor a large issue, the newspaper men of Wilmington are rather reticent about putting down the actual figure of their sales from day to day. All the papers sell at one cent.

Probably no one will dispute that first in value to an advertiser is *Every Evening*. It is the oldest,

having been established in 1866. It had credit in 1895 for issuing an average of 7,231 copies throughout the year and its average issue for 1898 was 8,509. Since then definite information has not been sent in and the present estimated circulation is given as exceeding 7,500. The *Morning News*' rating was always estimated until the present year in the figures, based on the publishers' detailed statement, are given at 7,808, the highest circulation accorded in the State. The rating varied from exceeding 4,000 in 1891 to exceeding 2,250 in 1895; similar estimated figures were accorded in succeeding years up to the present in the absence of statements from the publishers that would hold water. The *Republican* made a definite statement establishing a claim to an average output in 1896 of 6,300 copies, but since then has been silent; its estimated issue in 1898 exceeded 2,250 and nothing later is given for 1899. The *Morning Sun* showed for the year 1898 an average edition of 3,918 copies, but for 1899 appears in the exceeding 2,250 class. The remaining daily is the *Evening Journal*, which is accorded a rating of exceeding 1,000 copies per issue with a mark indicating that no recent circulation statement has been furnished from the office of the paper and a consequent probability that the last circulation rating accorded may have been higher than a new statement would warrant. The next higher one was in 1896, when exceeding 2,250 was given.

DISTRICT OF COLUMBIA.

Three daily papers in Washington receive credit for an average daily circulation of over 15,000 copies. They are the *Evening Star*, *Post* and *Times*. The *Evening Star* is entitled to first consideration. It has made known its actual output with careful accuracy through a long series of years, being and having long been one of the most painstaking and consistent of all the American daily papers that believe an advertiser entitled to know the amount of service given him for his money. The latest circulation rating accorded

the *Star* covers the year 1899, and shows an average issue of 31,224 copies sold, delivered, furnished or mailed. The *Star* is further credited as being one of the very few papers valued by advertisers more for the class, character and quality of its circulation than for the mere quantity of it. This valuation is indicated in the Directory by the "bull's eye" (☉), a figure that, according to Webster, was used by the alchemists of old to denote pure gold. The *Washington Post*, a morning paper, seems never to have furnished any statement of circulation to justify a rating in actual figures. It gets credit for an issue exceeding 20,000 copies for 1898, with the qualification that the only communication from the paper on the subject was unsatisfactory because of certain shortcomings, and although the attention of the publisher was directed to the insufficiency of the report, and he was informed how the defect might be remedied, he did not avail himself of the opportunity. Neither did he send any report of his issues in 1899, and so the estimated rating for that year exceeds 17,500. The conclusion natural to be arrived at from the course pursued by the *Post* is that its business manager is better satisfied with the circulation rating accorded than he would be to see the actual figures printed in cold type. PRINTERS' INK has expressed the opinion "that taking one year with another the Directory has rated the circulation of the *Post* too liberally, but it is such a good paper that advertisers appear to be quite content with the service it renders." The *Washington Times* is a one-cent paper, appearing both morning and evening. A subscriber may have two separate papers from the *Times* office at no greater cost than is entailed by a single subscription for the *Post* or *Star*. The practice of counting the same reader twice in a day is occasionally claimed to bring about a duplication of circulation, making a thousand copies of a paper so served worth much less than an equal number of a merely morning or a merely evening paper. Of the worth of this

contention one does not have a very high idea, but cannot deny that copy for copy a two-cent paper as a rule gives an advertiser a more valuable service than one that is sold for a cent. The *Times* was established in 1894. It has generally made straightforward statements of its actual issues; for the year 1898 had credit for printing 49,233 copies daily, but in 1899 the average was 42,549. To the interest in the Spanish-American War may be credited the figures attained in 1898.

FLORIDA.

Four daily papers in Florida get credit for circulations exceeding 1,000 copies per issue. These are Jacksonville *Metropolis* and Jacksonville *Times-Union*, the Gainesville *Sun* and the Pensacola *News*. Until the present year the *Metropolis* was apparently unfriendly to the objects of the American Newspaper Directory and little inclined to give any information. In 1896 its circulation was estimated as being below 1,000 copies per issue; in 1897 a mark was substituted in place of figures, indicating that the statement sent was incomplete in certain vital particulars; in 1898 its output was estimated as being in excess of 1,000 copies; in 1899 similar figures were accorded and two daggers (††), meaning that the publication was unfriendly to the objects of the Directory, were put next to the rating. For the year ending with February, 1900, a rating of 5,129, based on the publisher's detailed statement, was given. The *Times-Union*, morning, also issues an evening edition, and the two combined are estimated to print something more than 2,250 copies, but exactly how many more or perhaps how many less appears to its proprietors something inadvisable to make known. There is no record at the Directory office of any definite information ever having been obtainable. It is a fairly good daily and the fact that it does not have a larger output is probably explainable by the unfavorable conditions surrounding it during a good portion of the year. The Gainesville *Sun*, which in previous years

was satisfied with figures indicating an edition of less than 1,000 copies per issue, asserted in 1899 that every number during the year exceeded 1,000 copies; the Pensacola *News*, for the same period, that no issue was less than 1,300.

That Florida, with a population of more than four hundred thousand, should have no daily with a larger circulation than is now reported seems quite remarkable, but the reason is doubtless to be found in the paucity of the reading population during a considerable portion of the year, and the facility with which tourists and others may at all times obtain papers issued from places outside the State where journalistic conditions are more favorable.

GEORGIA.

Ten daily papers in Georgia get credit for actual average issues of more than a thousand copies. They are the Atlanta *Constitution, Journal*; the Augusta *Herald, Tribune and Chronicle*; the Columbus *Inquirer-Sun and Ledger*; the Macon *Telegraph*; the Savannah *Morning News and Press*.

From among the ten papers only three appear to issue so many as five thousand copies. Of these two are in Atlanta and one in Augusta. It must be a surprise to old-time advertisers to find the Savannah *News* accorded a rating of "exceeding 1,000 copies." Perhaps there may be a natural hesitation on the part of a paper known for a generation as the first daily in the State to send a true circulation statement which would only entitle it on its own admission to a third or fifth place, while a considerable number of advertisers, if left alone, might suppose the paper still stood number one. It is extremely probable that the Savannah *News* is better worth an advertiser's consideration than would appear by the circulation rating accorded. No information from the *News* office calculated to throw light upon the probable edition has been obtainable by the Directory editor for half a score of years. The overshadowing of Savannah's importance by the newer city of Atlanta and the greater enterprise

of the Atlanta papers may furnish an explanation of this reticence.

The principal daily in Georgia in point of circulation is the *Atlanta Journal*. Its average sales for several years have been as follows: 1895, 17,009; 1896, 19,822; 1897, 22,179; 1898, 30,665; and 1899, 26,360. The subscription price is \$5 a year. Second only to the *Journal* in point of circulation is the *Atlanta Constitution*, sold at \$6 a year. Its actual average issue in 1898 was 23,216 copies and for a year ending with October, 1899, 18,330. The weekly *Constitution* has a larger circulation than any other publication in the Southern States has ever attained.

Next to the Atlanta papers, and apparently ahead of those in Savannah, come the dailies of Augusta, where the *Herald* for the year ending with June, 1899, had an average issue of 5,973 copies; the *Tribune* for the year ending with July, 1899, an average of 2,055 copies, and the *Chronicle* gets credit for issuing copies enough to give it, as well as the Savannah *News*, a place among the ten largest circulations in Georgia. The *Chronicle* claims a much greater issue, but refrains from furnishing information in definite form.

The fourth place in point of circulation apparently belongs to the *Press*, of Savannah, established in 1891. It put forth in 1898 an average issue of 5,403 copies and, failing to report in 1899, is credited with an estimated issue for that year of exceeding 4,000.

The newspaper men of Columbus are reticent about exhibiting actual figures, and in Macon a similar condition is found to exist.

IDAHO.

The only daily paper in Idaho credited with an average output of exceeding 1,000 copies, is the Boise City *Idaho Statesman*. The publisher asserted its smallest issue in 1895 to have been 1,425 copies, and in 1896, 1,352 copies. No such definite statement as would authorize a rating in exact figures was forthcoming for 1897 or 1898, but a detailed report for a full year ending with March, 1899, entitled it during that period to be credited

with an average issue of 2,689 copies. In 1900 the statement of circulation sent failed to come up to the required standard, and an estimated rating of exceeding 2,250 copies was accorded.

ILLINOIS.

Ten daily papers in Chicago get credit for actual average issues of more than twenty thousand copies. They are: *Abendpost*, *Chronicle*, *Democrat*, *Drovers' Journal*, *Inter-Ocean*, *Journal*, *News*, *Record*, *Times-Herald*, *Tribune*.

In attempting a review of the Chicago dailies, based upon the Directory ratings, it should be noted at the outset that Chicago publishers, as a rule, successfully evade conveying definite information concerning number of copies issued. In spite of the obstacles in his way, however, the Directory editor has probably arrived at conclusions as nearly correct as anybody will be likely to reach. A notable exception to what may be called "the Chicago idea of concealment" is the evening *News* and morning *Record*, published by Mr. Victor F. Lawson. From Mr. Lawson there has never failed to come in due season a statement in detail, showing actual average issues during the past twelve months, always made out in a manner so clear and comprehensive that no one was ever known to doubt its accuracy. A man who did not like all of Mr. Lawson's methods was once criticising him rather severely and was thereupon asked: "Do you think he lies about his circulation?" The answer was: "I think that is almost the only thing he tells the truth about." Some idea of the good effect of the course so long pursued by Mr. Lawson may be gained from the remarkable fact that during the month of November, 1899, no other paper in the world carried so much advertising as the daily *News*, and this, too, in the face of the still more remarkable fact that no advertiser has ever bought a special position in that paper or obtained a price for advertising different from the schedule set down in the card rate. Early in the year 1899 an advertiser who had purchased \$25,000

worth of space in Mr. Lawson's two papers publicly offered a reward of \$1,000 to anybody who would indicate to him how he might, for double the money, obtain an equal service within a radius of a thousand miles of Chicago. The only responses he received were repeated assurance that the thing could not be done. It is more than possible that the very large circulations reported by Mr. Lawson have tended to stimulate secretiveness on the part of other Chicago publishers whose most favorable showing would result in figures so much smaller. The evening *News* not only stands first in circulation, but its issues have shown a constant increase for many years. The actual average during 1898 was 275,514, the highest yet accorded by the Directory to any daily in North America. The New York *World* and *Journal* claim greater issues, but no man has ever yet learned just what circulation they have in fact attained. The morning *Record* is second to the *News* and also furnishes, with equal regularity, carefully prepared statements in detail, which show an increase of from 119,936 in 1894 to 220,096 in 1898. In 1899 the *News* was credited with 259,562 and the *Record* with 154,662 circulation.

The Chicago *Tribune* is doubtless correctly rated, with an estimated average issue of over 75,000 copies. It is generally thought to sell a third more copies on Saturday than on any other day. There has been no change in its Directory rating for many years. The *Tribune* is so good a paper and occupies such an enviable position in most essentials, it would be a pleasure to learn by how much, if any, its actual daily output exceeds the minimum of the Directory estimate. It is classed among the few choice dailies further indicated by the "bulls eye" (⊙), a mark indicating that advertisers value the paper so designated more for the class and quality of its circulation than for the mere number of copies printed. The Chicago *Tribune* would be the favorite medium with many advertisers, even if its total issue were not one-

quarter what it is to-day. Many Americans assert that it is, and has for many years been, the best daily newspaper in the world.

The *Journal* was credited in 1895 with an estimated circulation of exceeding 40,000 copies, a rating again given for the year succeeding; in 1897 the publisher's detailed statement indicated an average edition of 104,174; in 1898 the old estimated figures were again used, in the absence of information from the publication office; for 1899, the figures 87,651 were accorded. Evening papers in Chicago are overshadowed by the prominence of their contemporary, the *News*.

To the *Chronicle* and *Times-Herald* is given the same letter rating in the Directory. It is "B," which is explained to mean exceeding 40,000. The *Chronicle* has been rated in the same way since 1896, and the Directory man has not once been favored with any details or facts to warrant a higher rating. All he can learn is, that at the office they won't tell, and elsewhere, that they "don't think they print so many as they say they do." It may be taken as an axiom by users of the Directory that every paper rated by a letter instead of plain figures is more anxious to conceal its circulation than to have the facts known concerning it.

The *Times-Herald's* estimated issue from 1893 to 1896, inclusive, was exceeding 75,000; in 1897 and 1898 the rating dropped to exceeding 40,000, with the qualification of information withheld, and so it still appears. The *Drovers' Journal*, *Abendpost*, *Democrat* and *Inter-Ocean* close the list of ten. The issues of each are estimated to exceed 20,000. The *Abendpost* in 1896 asserted that its smallest edition for the year had been 36,000, but the reports made during the following year were not sufficient to secure for it the same rating in 1897 or for any year since then. German dailies in the United States are less prosperous than formerly. The *Democrat*, from 1895 to 1897 was estimated at exceeding 40,000. In 1898 nothing was learned to warrant so high a rating and for

1899 nothing whatever was learned, and the estimate of the Directory, exceeding 20,000, remains unquestioned. The *Inter-Ocean* was rated as exceeding 40,000 from 1892 to 1895. Its estimated circulation for 1898 was put at exceeding 20,000 and during 1899 it would appear that there was the usual failure to report its actual output. It may be that in the case of the *Inter-Ocean* the Directory is a good deal behind the times, for it has become a sensational paper and must have more readers than formerly.

The total issue of all dailies published in Chicago, as shown by the Directory, appears to be not far from a million copies. It seems probable that the *News* and *Record* together print more than all the other dailies combined. When Mr. Hearst, of the *New York Journal*, gets his Chicago establishment under way it will be interesting to note whether Mr. Lawson will continue to publish circulation facts. PRINTERS' INK predicts that he will and will continue to find an advantage in so doing. It will be a proud day for Mr. Hearst, if it ever arrives, when he sees his way clear to do the same.

In Illinois, outside of Chicago, ten daily papers get credit for issues of more than 4,000. They are *Aurora News*, *Bloomington Pantagraph*, *Joliet News*, *Republican*, *National Stock Yards*, *National Live Stock Reporter*, *Peoria Evening Star*, *Quincy Journal*, *Whig*, *Rockford Republic* and *Springfield Illinois State Register*. It is gratifying to note that the circulation accorded to eight of these ten dailies is taken from detailed statements made by their publishers now on file in the Directory office and may consequently be relied upon as correct. The *Aurora News* reported 3,000 in 1894 and 1895, 4,009 in 1898 and 4,206 for 1899. The *Bloomington Pantagraph* from an actual average of 5,601 in 1895, reached 6,609 in 1899. The *Joliet News* from 5,419 in 1894, rose to 5,880 in 1899. The *Republican*, during the first half of 1897, averaged 4,682 and in the following year, 1898, its average was 5,608. In 1899 this was increased to 5,831. The *National*

Live Stock Reporter is devoted to live stock and increased from 4,325 in 1896 to 5,085 in 1898. For 1899 it was given an estimated rating of exceeding 4,000 copies. The *Peoria Evening Star*, from an estimate of exceeding 4,000 in 1897, passed to an actual average of 12,781 in 1899. The *Quincy Journal* appears as exceeding 4,000 in 1895 and 1896; in 1897 there was no rating because of information being withheld, but in 1898 the actual average is reported to have been 9,308. In 1899, on account of lack of information from the publishers, the old rating of exceeding 4,000 copies per issue was again accorded. The *Whig*, of the same city, has for several years been rated by figures indicating estimated outputs exceeding 1,000 and 2,250 copies. Its latest detailed statement, the first thus far obtained, shows an average issue of 6,262 copies. The *Rockford Republic's* statements have varied from 3,896 in 1897 to 4,001 for 1899. The *Springfield Illinois State Register*, although reticent as to its circulation, from 1891 to 1896, inclusive, has since made the assertion that its daily output in 1897 exceeded 4,000; was not less than 4,200 in 1898, nor less than 4,300 in 1899. The *Register* is the only paper in Springfield that lets its circulation be known and seems to have by far the largest issue in that city.

INDIANA.

In the December issue of the *American Newspaper Directory* for 1899 only four daily newspapers in Indiana, outside of Indianapolis, get credit for average issues of more than four thousand copies. At the State capital there are four others.

The *Indianapolis News* is given a continuous record of actual circulation ratings year by year, based upon detailed statements on file in the Directory office. The latest shows actual average daily sales of 42,103 copies for the year ending with June, 1899. The *News* has long been the best paper and had by far the largest circulation of any daily in the State. As a further honorable distinction it is

placed in that very small list of choice mediums designated by the bulls eye (☉), indicating that advertisers value the paper "more for the class and quality of its circulation than from the mere number of copies printed." If PRINTERS' INK were to attempt naming the half dozen American daily papers that for a quarter of a century have been conducted in a manner most likely to be satisfactory to their readers and advertisers and to reflect credit upon the journalism of America and this century, the *News* would not only have a place upon the list, but the editor would be puzzled to decide which paper, if any, should be accorded a position nearer the top. Too much credit for th's condition of affairs cannot be accorded to Mr. Holliday, its founder, and Major Richards, its business manager, both of whom are at the present time conducting a rival paper. What their success will be is a matter that will be watched with exceeding interest.

The Indianapolis *Journal* was established as a weekly in 1818, as a daily in 1823. So far back as the present Directory reports this daily has not failed to furnish regular circulation statements in detail and be rated in exact figures. The circulation of 13,526 in 1896 increased to 14,613 in 1898 and was 11,750 in 1899. In point of issue it is next to the *News*, and like the *News*, is properly credited with that enviable sign, "the bulls eye."

Reports from and concerning both *Sun* and *Sentinel* lead PRINTERS' INK into much doubt and skepticism. The *Sun* in 1895 was accorded a rating in excess of 1,000; in 1896 an actual average statement for the year proved an issue of 12,202, in 1897 information was withheld, in 1898 there was credit for a probable 7,500 or more and in 1899 the story of two preceding years was repeated with the result that a letter indicating an estimated rating of exceeding 4,000 copies was accorded. Whatever the *Sun's* issue may be it is evident its publishers are not bragging about it just now. The *Sentinel* for 1894 reported its smallest issue to have been 20,000. This

statement was found to be untrue. Since then no definite intelligence has been furnished by the publishers. Its estimated rating has been put at exceeding 4,000 in 1898 and 1899, with no apparent effort on the part of its publishers to establish a claim for a larger output.

In Terre Haute the *Evening Gazette* presents a record of increase—from 3,816 in 1895 to 5,111 in 1898 and 4,247 in 1899. The *Tribune*, from an issue of 1,650 in 1895, advanced to 3,409 in 1897; for succeeding years a letter indicating an estimated issue of exceeding 4,000 has been accorded.

The Ft. Wayne *Sentinel* is given a circulation rating, based upon its own detailed statement, of 5,950. In 1895 this newspaper proved an actual average of 4,275 and in 1896 of 4,445; in 1897 no rating was accorded and in 1898 one denoting an estimated output of exceeding 2,250 copies. The remaining newspaper credited with a circulation in excess of 4,000 copies is the Evansville *News*, a newspaper that has failed to send in a statement of circulation or sent in an incomplete or otherwise unsatisfactory one since 1895 and consequently has had its issues estimated continuously, the latest rating being one indicating an estimated output of exceeding 4,000 copies.

If the general field appears somewhat barren of desirable local dailies the advertiser should remember that the entire State may fairly well be covered from Indianapolis.

INDIAN TERRITORY.

Five dailies are catalogued in Indian Territory; but not one of the five gets credit for an actual average issue of so many as one thousand copies.

IOWA.

Ten daily papers in Iowa get credit for actual average issues of more than four thousand copies. They are: Des Moines *News, Leader, Capital* and *Iowa State Register*; the Sioux City *Journal, Tribune* and *Times*; Cedar Rapids *Republican*; Marshalltown *Evening Times-Republican* and Burlington *Democrat-Journal*. Of

these ten dailies six give definite information concerning their actual output, the remaining four seem to be content with the estimate of the editor of the Directory.

It will be a surprise to one familiar with Iowa newspapers in years gone by to find upon further investigation that of the four Des Moines dailies mentioned the *State Register* is credited with the smallest circulation of any. It was long the leading paper in Iowa and PRINTERS' INK feels inclined to wonder if the Directory editor is not at fault. But a more careful study of the report of each paper appears to confirm the present Directory ratings. There can be no doubt as to the *Leader* and the *News*. Their figures are given in detail and no one impugns their correctness. The *Register* reported to the Directory a daily circulation of 7,614 in 1894, but appears to have since refrained from giving information, a fact leading one to believe the present estimate—exceeding 4,000—to be perhaps moderately accurate. Even this is a goodly number of papers to issue and the *Register* should by no means be slighted by advertisers. Perhaps if this old favorite was further honored with a bull's eye (●) in the next Directory it would be a compliment well deserved, for surely the *State Register* is an excellent paper. No one questions the fact that the *News* far outranks all other Iowa dailies in point of circulation. It has reported its issues regularly since 1895, when it had an average output of only 6,712 copies per day. The *News'* average circulation for 1899 is reported to have been 25,928, which is very much the highest of any daily in Iowa. The *Leader* gets credit for the second largest circulation. Its latest report covers the year 1899 and entitles it to an average of 17,250, indicating a remarkable increase over previous years. The *Capital* has made a creditable showing for several years past. Its statement for 1898 entitled it to be credited with an actual average issue of 9,025, and in 1899 with 10,447. The *Register* and the *Leader* have their subscription price at \$6 a year, or

three cents a copy. The *News* and the *Capital* are \$3 a year, or one cent a copy. It is to the credit of all Des Moines dailies except, perhaps, the *Register*, that their circulations have been on a constant increase since 1895.

Passing from Des Moines, the three papers of next importance are found in Sioux City, rated, respectively, *Journal*, 7,749; *Tribune*, 8,735; *Times*, 4,903. The correctness of these figures no one questions. All three seem to have periodically made known their circulations. The *Journal's* subscription price is \$6 a year, the *Tribune's* \$4, and the *Times'* \$5. All things considered the *Journal* seems to be the best paper in Sioux City, although the *Tribune's* circulation for the past year was higher.

There is one daily paper published in Cedar Rapids credited with exceeding 4,000 circulation. It is the *Republican*. No definite information from this newspaper concerning its circulation seems to have been furnished the Directory up to or since 1898; the publishers appear to have made some sort of a statement for 1899 which secured for it "exceeding 4,000," but not without the qualification that the statement furnished failed to be an entirely satisfactory one.

Another paper to be considered here is the Marshalltown *Evening Times-Republican*, the only daily in that city. Its publishers have regularly reported circulation since 1896. The average for 1898 seems to eclipse all previous records, with an actual issue of 5,456. The Directory editor accords it an unqualified rating of "exceeding 4,000" in 1899, which goes to indicate that he does not think there has been any material decrease in its circulation during the year. The remaining daily having a circulation in excess of 4,000 copies is the Burlington *Democrat-Journal*. In 1896 this newspaper's issue was estimated as exceeding 1,000 copies; in 1897 and 1898 detailed statements were sent indicating outputs of 3,080 and 3,830, respectively. For 1899 the statement sent failed to be satisfactory, and a letter indicating an estimated circu-

lation of 4,000 was given, apparently showing that in the opinion of the Directory editor the output is on the increase.

Iowa appears to have an unusually large percentage of good dailies, and it is pleasing to know that the best of them freely make known the exact figures of actual average issues.

KANSAS.

Five daily papers in Kansas get credit for issues of more than 2,250 copies. They are the *Topeka State Journal* and *Capital*, the *Wichita Eagle* and *Beacon* and the *Leavenworth Times*. From among these five papers four state their circulation in plain figures. Two are in Topeka and two in Wichita. A further classification of the four is rendered easy and accurate, so far as circulation is concerned, by the custom of their publishers, which is much to be commended, in furnishing, with some regularity, yearly statements of actual average issue. From these statements it appears that the *Wichita Eagle*, although the last one established, stands at the head with an output of 14,204 copies. It is closely followed by the *Topeka State Journal* with 12,521 average issue, then in order come the *Topeka Capital* with 11,484, and the *Wichita Beacon* with 5,304 copies.

The vicissitudes of early journalism in Kansas were as marked and varied as those other events now historic which accompanied the settlement of that territory. A part of the Louisiana purchase, it was opened to "squatters" in May, 1854. Then commenced the border war, the slavery contest and the struggle for supremacy which continued until the State was admitted in 1861. The *Leavenworth Times* dates back to 1857. It was then a pioneer among pioneers, maintaining its position as a strong partisan advocate with persistency and courage, ever ready for a fight and an important factor in finally establishing the new government. D. R. Anthony is still its publisher and well deserving the success achieved by so many years of earnest labor. It is to be regretted

that for the year 1899 no statement of circulation has come from the office of the *News*, and the necessity for an estimated rating, given as exceeding 7,500 copies, has arisen. In 1896 the *News* had the same rating as this; but in 1897 and 1898 the figures of 8,598 and 9,819 were respectively accorded, based on detailed statements.

KENTUCKY.

Six daily papers in Kentucky get credit for issues of more than 4,000 copies. They are the *Louisville Courier-Journal*, *Times*, *Dispatch*, *Commercial*, *Evening Post* and the *Kentucky Post* of Covington. From a circulation standpoint alone the *Louisville Times* apparently has a decided lead. Its actual average for 1898 as shown by publisher's detailed statement was 33,400; in 1899 in the absence of information from its office a rating of exceeding 20,000 was accorded. The *Courier-Journal*, however, is one of the best all around good newspapers in the entire South. With a record extending back to 1830 (when the *Journal* was established) it has ever occupied a prominent position and, as indicated by the bull's eye (⊙), is regarded first of all for the quality and character of its circulation, rather than for the mere number of copies printed. A statement from its publisher in 1896 placed the smallest issue for that year at 17,073; but unfortunately there has been no subsequent report in any detail and so the present rating is, as it only can be, represented by the letter E, which means exceeding 12,500. The *Commercial* appears to have never made a report. Its estimated issue has varied from exceeding 17,500 in 1891 to exceeding 7,500 in 1899—a gradually descending scale. The *Dispatch* is of later origin and seems with great regularity to refrain from giving any definite figures upon which to base an exact or approximate issue. Its estimated rating for several years has been exceeding 7,500. The *Covington Kentucky Post* belongs to the Scripps McRae League.

(Continued on page 23.)

THE MILWAUKEE NEWSPAPER CONSPIRACY CASE.

In *Printers' Ink* of July 11th the Milwaukee *Journal* printed an article in which they falsely claimed a decision against the Milwaukee newspapers in the conspiracy case. As a matter of fact the case is still pending in court. THE EVENING WISCONSIN has carefully refrained from making editorial comment during the progress of the trial, contenting itself by printing from time to time verbatim extracts from the testimony taken in court. Mr. Geo. P. Miller, president of the T. A. Chapman Co. and principal witness for the Journal Co., under cross examination gave the following testimony under oath :

This is the testimony, the interrogatories being by Attorney W. H. Timlin and the replies by Mr. Miller :

"Now let me ask you that if at that interview of April 7, 1900, you said to Mr. Aikens that you considered the EVENING WISCONSIN a better advertising medium than any of the other papers ?"

"Yes, sir, I did."

"Did you also say to him that for that reason you had always paid the EVENING WISCONSIN a higher rate per inch than the other evening papers, or words to that effect ?"

"Yes, sir."

"That was true, was it ?"

"That was true."

"That is true you said it and true you did it ?"

"Yes, sir, and true I meant it."

"That was said in the presence of the three defendants, was it not ?"

"Yes."

The sworn average circulation of THE EVENING WISCONSIN for June, 1900, was 19,431.

IRON STEAMBOAT COMPANY.

Readers of the New York papers during the summer holiday season are familiar with the announcements—under the head of "Excursions"—of the Iron Steamboat Company, which advertises the "only all-water route to Coney Island." These appear in every city daily—morning and evening.

The excursion is a remarkably popular one—not merely on account of its cheapness, for the return fare is only 25 cents—but because the sail is delightful, and well worth two or three times the money on account of the fine ocean breeze the excursionists enjoy, and the diversified scenery along the route. Again, the boats of the company are large, safe and handsomely appointed, with every comfort for the average holiday seeker.

A PRINTERS' INK man recently had a talk with Mr. Harrison of the Iron Steamboat Company about his advertising, who said, in substance: "We use every morning and evening paper in the city, but no other newspapers because the city covers all we want. We advertise a local excursion and there is no use in our advertising it away from New York. True, there are many thousands of transients come into the city daily, but the railroad companies handling them act in connection with the Erie and Pennsylvania—and they do their own advertising. Our boats run from the foot of West Twenty-second street, and that is in direct connection with the Erie and Pennsylvania systems.

"Our advertising is plain and direct, and of the time-table class. It tells the piers we start from, the hours of sailing and the price. It also gives the time of returning from Coney Island, so that all the necessary information is boiled down into a space that averages no more than two inches.

"Most of our advertising appropriation naturally goes into the newspapers, but we also use some big posters, and smaller ones on the stations of all the 'L' roads in Greater New York. We do not

advertise in the 'L' cars, or in the trolley cars—merely on the station.

"This year we are also running a line to Long Branch—the steamer 'Columbia,' which we bought from Mr. Russell, who ran that boat and the 'Republic' last year. He did not make his plan pay, although he advertised largely, but I think his expenses were too great. We are advertising the Long Branch excursion at the same price as he did—75 cents there and back, and though we have only just commenced (Saturday, June 30th), there is every prospect of a good season. We can only advertise profitably for the Coney Island season about thir-

Iron Steamboat Co.

THE ONLY ALL-WATER ROUTE TO
CONEY ISLAND.

Leave FOOT 22D ST., North River, 9, 10, 11 A. M., 12 M., 12 45, 1 30, 2 15, 3, 4, 5, 6, 7, 8, 9 P. M.
Leave Pier (New) No. 1, North River, } Half hour later.
Leave NEW IRON PIER, CONEY ISLAND, 10 40, 11 40 A. M., 12 40, 1 40, 2 25, 3 40, 3 55, 4 40, 5 40, 6 40, 7 40, 8 40, 9 40, 10 40 P. M.
EXCURSION TICKETS, 25 CENTS.

Ocean Route to

LONG BRANCH.

PALATIAL, 4-DECK OCEAN STEAMER
"COLUMBIA."

Time Table for To-day:

Leave	Pier (New) No. 1, North River.	Leave	Iron Pier, Long Branch.
Foot 22d St., 9 30 A. M.	10 00 A. M.	12 30 P. M.	6 30 P. M.
2 30 P. M.	4 00 P. M.		

ROUND TRIP TICKETS, 75 CENTS.
SINGLE TRIP TICKETS, 50 CENTS.

teen weeks, and for Long Branch about ten weeks, so you see our time is limited.

"We do not indulge in novelties for advertising purposes. Personally I do not believe in their efficacy for our business. Most people want a holiday trip and the majority want it as cheap as they can get it. They can't get it any less than we charge and so the crowd comes our way. I do not think that souvenirs or fans or any of those novelties would attract a dozen more people.

"Yes, I read PRINTERS' INK, but I don't have much time nowadays. We all have to be up and at work early and late. After a while, when the rush is over, I will have

more time for reading. While I don't change our copy much, at the same time I have plenty of checking to do, and it takes up a lot of my time telling other kinds of advertising men that I don't want to see them. Good bye."

ONE'S OWN TYPE.

Any one who has ever taken the trouble to study a series of the newspaper advertisements of any one of the large retail concerns of the country cannot have failed to have noticed the systematic arrangement and stereotyped typographical appearance of each announcement. The display type is always the same, as is usually also that employed in the body of the ad. The only correct policy—that of selecting and adhering to the same typographical dress—is the one pursued by the large scientific advertisers.

Each man gratifies his own taste in the matter of type selection. He endeavors to pick out a "face" that will be as widely different from that employed by competing stores as possible, and having selected it he adheres to it, because in time it becomes, in the minds of the readers, so associated with the firm whose message it carries, as to be a valuable advertisement in itself. Some of the larger retail advertisers arrange for the casting of a certain font of type, deciding upon the style to be used only after a careful examination of samples that have been submitted from the leading type foundries.

After a "face" has been decided upon, an order for a number of fonts is placed, a font for each of the newspapers included in the firm's list of advertising media.

The firm is, therefore, the real owner of the type used in its advertisements, and this plan is not, as it might appear at first glance, such an expensive one. It represents only a comparatively small investment, and the type bears in such an important manner upon the tone and efficacy of the advertising, that it repays itself.—*Dry Goods Economist*.

UTILIZING SIMPLE THINGS.

A haberdasher in Chicago recently filled street car space in a unique manner by writing short catchlines and seasonable leaders upon a plain card in blue pencil. The oddity of the penciled ad among the elaborately printed and lithographed cards adjoining attracted an astonishing amount of attention and the clever way in which the effect was obtained with insignificant means is worthy of commendation. Advertisers are prone to elaboration and in striving for unique effects frequently lose sight of the fact that simplicity plays an important part in strong ads.—*Ad Sense*.

NO TWO BIRDS.

It is easy enough to roast your competitor in your advertisement, but it is wonderfully hard to roast him and at the same time help yourself.—*White's Sayings*.

A WINDOW MAP.

At Broadway and Twenty-eighth street is a map that is a pioneer in window advertising. Expert draughtsmen have etched it upon a plate-glass pane twelve feet in height. In 140 square feet of space is covered the entire territory reached by the Southern Railway, extending from the Potomac to the Gulf of Mexico, from the Atlantic Ocean to the Mississippi River, and including the new transportation extensions that have come to us with the West Indian islands—Cuba, Porto Rico, the Bahamas, etc. The field of this map is translucent, the waters are blue-tinted, the railway routes are carmine, the lettering and topography black. Every important town and point touched by the Southern system is conspicuously represented, with its connections.—*New York Press*.

DISAPPEARED.

A little thing that has disappeared from view, but which was common enough a few years ago, was the little tin sign the insurance company stuck over your door when you had your home insured. By this means every house that was insured was made the standing advertisement of an insurance company. No one sees those little tin signs any more. The insurance companies long since discovered that the money they cost brought better returns when judiciously invested in newspaper and magazine advertising. And there never was any good reason why a man's house should be made the advertisement of an insurance company.—*Unidentified Exchange*.

The bona fide circulation of

The Indianapolis Press

for the first five months of 1900, to May 31, was 3,913,947, or an average daily issue of

30,107

No premium or inducement of any sort has been made to subscribers, other than the merit of the paper.

HOLLIDAY & RICHARDS,
PUBLISHERS.

RAILROAD PUBLICITY.

Railroad advertising to-day has become an art that is both effective and expensive. The old method of simply publishing the railroad time table no longer suffices. Every large railroad has an advertising and literary bureau, where a good deal of gray matter is used up in devising methods of attracting the public's attention to the beauties and natural scenery of the country through which it passes. Both the artist and the writer are called in, and they combine their talents to make modern railroad literature and art the highest obtainable. Last year, for instance, we published half a dozen different artistic folders, maps, and guide books for our winter travel, and issued over 200,000 copies, and we have so far sent out fully as many for our summer campaign. These publications were all artistically gotten up, and some of them were more expensive than ordinary weekly papers. Expense, however, must be put in the background when considering a desirable scheme for advertising. Of course, after these pamphlets and folders are published we have to set to work to find people who want them. So we have to advertise extensively in the papers and magazines, and often we reproduce pictures from books in the pages of weeklies and magazines. Expert advertising writers take this in hand, and they put the whole matter before the public in the best way possible. Then we have a large list of patrons of the road, to whom we mail copies of every publication we issue. We try to figure out lists of people who are the most likely to visit resorts we describe in each book or folder, and we bombard them with every new thing we have. This is to keep them reminded continually of the beauties and conveniences of our road, and we do not let other roads wean them away from us by their alluring pamphlets. The competition in this line is so strenuous between the large roads centering in a city like New York and running across the continent that a new idea in advertising is

worth a handsome sum to the lucky man who can sell it to a railroad. We are more receptive to ideas and suggestions than many of your editors or magazines and papers. Let a man come here with a new feasible scheme for advertising any branch of our traffic and we will pay him more than he could get for an idea at any editorial office. We dispense thousands of dollars a year in this way, and we purpose to increase the amount rather than curtail it. Every year the literary department increases, and we shall soon have to install a printing press and regular editorial and reportorial staff. Our output to-day is sufficient to tax the full capacity of a small printing office. —N. Y. Times.

THE more the principles of good advertising become understood, the better it will be for the media that are really good, and the worse it will become for those which are not worth what they cost.



The more I think the more
I know
I'm one notch nearer CRAZY
Than I ever was before.

C. L. MELLOTT
THE JEWELER.

A WOODSFIELD (O.) CURIOSITY.

COVERING CERTAIN SECTIONS.

In the July number of his *Current Advertising* Mr. Charles Austin Bates makes some interesting calculations concerning the cost of covering certain prosperous sections of the United States with advertising. The entire article, divested only of those parts not absolutely necessary to its completeness, is reproduced herewith. The facts it sets forth will surprise many people:

There are about five million people in the six New England States. This is a nice, clean, compact lot of people, who live cozily in the northeast corner of the map, where they can be quarantined without much trouble.

In this section there are published a great many newspapers and periodicals. But if an advertiser has not very much money and is inclined to be a little bit patient, he will find that by using five publications in this territory he can make a very perceptible impression on the trade in his particular line. If he uses one daily newspaper in Boston, and one each in Bangor, Springfield, Providence and Hartford he may safely flatter himself that he is reaching a very considerable portion of the desirable people. There are, approximately, one million five hundred thousand homes in this territory. The five papers in the cities I have mentioned have about three hundred thousand circulation. These circulations do not duplicate to any considerable extent. Therefore, it is reasonable to say that by using these five papers we would reach one-fifth of all the people in New England. If you eliminate those who have not sufficient enterprise and intelligence to read a daily, and who are therefore worthless to the advertiser, we could safely say we would reach one person in four.

That is pretty thorough advertising. And if any man will stop to consider what it would mean to him to have the people in every fourth house up and down the street know all about the merits of his goods, he will see the tre-

mendous possibilities there are in the proposition.

Moreover, this territory is a desirable one for the reason of its compactness and the ease and economy with which it may be traveled. A man can visit the trade in New England with less traveling expense than he can any other trade in the United States. That is a thing to be taken into account when considering an advertising proposition, because advertising is by no means the whole thing. The trade must be considered—must be talked to—must be called on. And the goods must be shipped. It is a good deal better to operate in a small and thickly settled territory where railroad fares and freight rates are low than it is to attempt to do business in sections where the cost of transportation is high. Of course, in dealing with this territory, one must remember the New Englander's reputation for conservatism and the tenacity with which he is said to adhere to his money.

However, it would look as if a seven-inch, double column advertisement, published once a week, for fifty-two weeks, in the best paper in each of the five cities I have mentioned, ought to be sufficient to produce an effective impression, even upon the most calm, conservative and calculating citizen in New England.

And this very strong showing may be secured by the net expenditure (at advertising agent's cost) of a trifle over \$5,000.

It really looks like a bargain.

* * *

If an advertiser is more ambitious and has money enough he may conclude that however desirable New England may be, it is, after all, only a small patch on the map, and therefore his enterprise may lead him to seek the acquisition of the trade, not only of New England, but of New York, New Jersey and Pennsylvania also. If he becomes sufficiently reckless to do this, and will make a count of noses in his prospective conquest he will find that they number about four hundred thousand more than seventeen millions. This is

about one-fifth of the total population of the United States. And if he is not disgustingly *blase* he will be surprised to learn that he can advertise effectively in this fertile territory at a net cost of less than eleven thousand dollars a year. He can do this by taking seven inches, double column, fifty-two times in one paper in each of the following six cities: Boston, New York, Newark, Philadelphia, Pittsburg and Buffalo. This will enable him to place his advertisement into one million two hundred and twenty thousand homes fifty-two times. In other words, there will be printed and distributed, sixty-three million four hundred and forty-four thousand copies of his seven-inch, double column advertisement which, by proper treatment, may be made so striking, attractive and convincing that every one who reads the paper will read the ad and be charmed.

There are in this territory about three and one-third millions of homes. Thus it will be seen that the six newspapers referred to will carry the news of the advertiser's business into one out of every three homes.

When you consider that nine-tenths of this population is within a radius of two hundred and fifty miles from the center of the territory, and when you recall the fact that under favorable conditions it takes not much over six hours to go two hundred and fifty miles by rail, you will realize the extreme accessibility of every point in this territory, and the economy with which it may be covered by traveling men.

Of course, under some conditions—in fact, under many conditions—it would be desirable to use a larger space than seven inches double, and possibly to use it oftener than once a week. But to the man who is willing to acquire wealth in a moderate way a proposition for the expenditure of eleven thousand dollars in such a territory should be an attractive one, and its practicability should appeal to him no less forcibly than its economy.

There are two small States contiguous to the territory just con-

sidered, which add about one million to the population, and in which at least two good newspapers are published. These are Maryland and Delaware. It would seem advisable to add them to the territory for the reason that the Philadelphia paper used would doubtless have some circulation in these two States, and the addition of one good paper in Baltimore and another in Wilmington, at a net cost of say eight hundred dollars for the year, would seem to be a wise proceeding. And even the inclusion of one paper in Washington would add so little to the total cost that it would appear to be no more than right to include that also, and thus bring the total expenditure in this territory up to about twelve thousand dollars.

* * *

If the owner of a desirable article of general consumption prefers to start his campaign a little nearer the middle of the map so that, as the occasion demands, he can stretch his arms and grow in both directions, he will find that there is a most attractive and homogeneous green spot in his geography that is made up of Western New York, Pennsylvania, Southern New Jersey, Maryland, Delaware, Ohio and District of Columbia. In this territory, rich in mineral and agricultural products, there abide something like thirteen million people, a considerable portion of whom may be reached by advertising in one paper in each of the following cities: Buffalo, Pittsburg, Philadelphia, Baltimore, Washington, Cincinnati, Cleveland and Toledo. The circulation of these papers will be found to hover very close around seven hundred thousand.

Counting as before, five people to a family, we have in this section two million six hundred thousand homes, which is, let us say, four times as many as there are copies of these eight newspapers printed. Again we have a percentage of one in four, or, eliminating those who do not read newspapers at all, one in three.

A seven-inch, double-column announcement can be placed into all

these seven hundred thousand homes fifty-two times for the inconsequential sum of eight thousand one hundred dollars, an amount ridiculously disproportionate to the influence and ultimate profit such expenditure would bring. There may be some difference of opinion as to which paper should be used in each of these eight cities, for every one of them is remarkable for the possession of at least two first-class, closely competitive newspapers. There may also be some who would like to do the work more thoroughly—who would like to reach more than one house in three, and who would include one or more publications in some of the less important cities. The question to be considered is whether an additional thousand dollars can be spent with the same percentage of profit that would accrue from the first eight thousand dollars. Another question the advertiser might ask himself is whether or not there is any other method of reaching seven hundred thousand people fifty-two times with an advertisement four and a half inches wide by seven inches long at so small an expenditure. Magazine space, even of the least costly character, seems rank extravagance in comparison to it. And even regardless of cost there is no way of buying magazine circulation confined exclusively to this territory. The same amount of magazine circulation would be scattered from Maine to California and from Minnesota to Texas.

* * *

If a man could place a barbed wire fence around the territory included within a line starting at Duluth and following the American side of the Great Lakes to the point on Lake Erie at which he would bump into the Pennsylvania State line, then south to the Indiana State line, then south to the Ohio River, following the Ohio to the Mississippi, and the Mississippi north to Red Wing, Minnesota, with a continuation extending along the western Wisconsin line back to Duluth, he would be the monarch of one of the most

fertile and prosperous geographical divisions in the world.

He would have within his domain the great States of Wisconsin, Michigan, Ohio, Indiana and Illinois. And if, for the sake of symmetry he were to take in the State of Kentucky he would have within his wire fence fifteen million three hundred and thirty thousand souls. And by using only one paper in each of the following cities—Cincinnati, Cleveland, Toledo, Indianapolis, Detroit, Louisville, Chicago and Milwaukee—he could buy for eight thousand dollars seven hundred and thirteen thousand circulation of a seven-inch, double-column ad fifty-two times in the year.

The proportion of circulation to population is about the same in this territory as in the others we have considered. The ratio is not quite so favorable to the advertiser as it is in some of the Eastern sections, but to offset this there is the open-minded, free-handed disposition of the inhabitant of the Middle West. Than this particular section there is upon the earth no better territory for the advertiser. It is a country that is rich with timber, minerals, corn and wheat—the things upon which rest the prosperity of the whole country. It is a compact, easily traveled territory. Railroads cover it like mosquito-netting. The traveling man who can't make two towns a day here may be considered slothful.

* * *

A piece of the map not quite so symmetrical is composed of the States of Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan and Indiana. Thus we trade Ohio and Kentucky for Minnesota, Iowa and Missouri. Within this territory there dwell fifteen million six hundred and ninety-two thousand people, about evenly divided as to membership in the two principal political parties, thus proving that they are reasoning animals and so open to conviction on any subject. In the lower left-hand corner of this section is the world's greatest supply of lead and zinc, and almost directly at the other

end of the territory is copper enough to balance it. Between the two are the greatest wheat fields in the world. The territory is not quite so compact as those further east, but by the use of one paper each in Chicago, Detroit, Milwaukee, Indianapolis, Des Moines, Sioux City, St. Paul, Minneapolis, Duluth, St. Louis and Kansas City the ground may be so thoroughly covered that the advertising of a good article may be confined to these eleven papers with most certainly satisfactory results. Seven inches, double column—a space almost equivalent to that of a magazine page—may be placed in all of these papers fifty-two times for the ridiculous sum of seven thousand nine hundred dollars, which, when you come to dissect it, means only six hundred and sixty-six dollars and sixty-six cents per month, or a trifle over one hundred and fifty dollars a week. In other words, for one hundred and fifty dollars a week the vital selling facts about any man's business can be placed before three and a half millions of people in one of the richest sections of the world, where the proportion of illiteracy is as small, if not smaller, than in any other like section. To make it still plainer, just think for a minute that each little, common, insignificant, measly copper cent spent for this advertising is literally shouting the news about the advertiser's goods to two hundred and thirty-three people.

Be careful to use only such mediums as reach people who have use for the kind of goods you sell.

WHAT ADVERTISING IS.

Good advertising consists in telling people the plain, honest, simple facts about the goods you want to sell them. Pretty pictures and handsome displays are not advertising—they are nothing but aids to your advertising. Anything you can do to please the eye or attract the attention of people in a pleasing way is of course a good aid to advertising, but do not confuse such things with advertising. Simply attracting people's attention is not necessarily advertising. Making people read what you print is not necessarily advertising. And getting people to talk about you and to congratulate you or your awfully smart ads is not necessarily good advertising. Results are the only test. The ad that doesn't sell goods is a failure, no matter how pretty or how smart it may be. A modest, unassuming ad, well written, neatly displayed and properly placed, full of strong argument and solid truth, may be the means of convincing hundreds of people that the path of wisdom and economy leads straight to your door. If it does this, it is good advertising. The garish, pretentious, boastful ad that dazzles the public eye with its brilliance and makes the mind swim with its big words may fail to convince or help convince a single person of the truth of the claims it makes. If so, it is poor advertising—it couldn't be worse.—*The Imp.*

FOR PRINTERS.

A good way for printers, engravers, etc., to advertise is, when they have made a particularly fine job, to print an extra number of copies, and send them, as a sample of what they have done for others, to persons who are likely to want similar work. A booklet gotten up by a printer to advertise his own business may be looked upon by the advertising public in some such way as this: "Of course he wouldn't be likely to do inferior work when he gets up something especially to advertise his own printing, but how am I to know that he will be as careful with the ordinary run of work?" But when the general public see jobs they know to have been prepared by the printer or engraver for one of themselves, they are likely to think it a fair criterion by which to judge.—*National Printer-Journalist.*

**At This Office
10 Spruce St.
New York.**

The Geo. P. Rowell Advertising Agency keeps on file the leading daily and weekly papers and monthly magazines; is authorized to receive

and forward advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

(Continued from page 14.)

Formerly it furnished detailed circulation reports with some regularity; but since 1897, when the average was 11,755, nothing definite has been received. This last average was less than that for 1896, which seems to indicate a decrease. The estimated issue for 1898 was exceeding 7,500, and for 1899 exceeding 4,000.

The remaining daily credited with an output of exceeding 4,000 copies per issue is the *Evening Post* of Louisville. Its rating varied from exceeding 12,500 in 1891 to exceeding 7,500 in 1895 and 1896. For succeeding years it has been accorded an estimated rating of exceeding 4,000 copies.

LOUISIANA.

In Louisiana six daily papers are given credit for having regular issues in excess of 1,000 copies, and of these none is published outside New Orleans. The first papers to suggest themselves to the experienced advertiser in connection with New Orleans or Louisiana will be the *Picayune*, established in 1837, and the *Times-Democrat*, established in 1863. Each of these has the high subscription price of \$12 a year, and from neither has the Directory editor succeeded, in recent years, in eliciting any definite information concerning the number of copies printed; a fact that he has learned to consider conclusive proof that the actual output is not as large as people generally suppose it to be. He credits these two papers with a G rating, which means exceeding 4,000 copies; and distinguishes the *Picayune* with the Ⓢ mark, so sparingly attached to the ratings of a small list of papers supposed to possess peculiar excellence and exercise such unusual influence with readers as to warrant an advertiser in using their columns, even at a price out of all proportion to the size of the edition.

The largest circulation in New Orleans is accorded to the *States*, whose actual average is given at 18,257; next comes the *Telegram*, with 16,054; the *Item*, with an

estimated rating of exceeding 12,500 copies, is third. So far as the Directory ratings may be relied upon it appears that these three dailies are not very wide apart in the number of readers, ranging between 13,000 and 19,000. Of the trio, the *Telegram* is the only one sold for a cent, not only in its own State, but in the surrounding ones of Texas and Mississippi.

The sixth paper to be mentioned, *L'Abeille de la Nouvelle-Orleans*, is printed in French and claims "the largest circulation of any paper in the South." For 1896 the publisher signed an assertion that no issue was less than 12,000 copies, but the correctness of this claim was seriously questioned and the failure to obtain a more recent statement in a form that could be called definite and satisfactory has led the editor of the Directory to assign the paper a rating equivalent to an average issue of something more than 2,250 copies and to offer a reward for information that should prove the paper entitled to have credit for issuing so much as 4,000 copies.

MAINE.

In the State of Maine there are six daily papers having credit in the American Newspaper Directory for average editions exceeding 5,000 copies for each issue. The statements upon which these circulation ratings are based are all regular, definite and certain, duly signed and dated, and in no case has the Directory editor ever heard anybody express a doubt of the absolute reliability of the circulation claimed by the publishers and accorded by the Directory in accordance with the figures sent in. PRINTERS' INK is unable to name another State where the newspaper men are so ready with facts and so painstaking and truthful in their methods of setting them forth. The largest daily circulation in Maine, 7,005, is given to the *Lewiston Evening Journal*. This newspaper is commonly credited with being easily the first and best newspaper in Maine, and is the only one to which the Directory editor accords the (Ⓢ) distinguishing mark of peculiar ex-

cellence. It sells for \$6 a year. Next in circulation comes the *Evening Express* of Portland, with 6,684 to its credit; in third place is the *News* of Bangor, with 6,456 copies, and in fourth the *Commercial* of the same city with 6,196; the *Portland Press*, printing 5,296 copies, and the *Portland Eastern Argus*, printing 5,120, complete the list.

MARYLAND.

Five daily newspapers in Maryland get credit for average issues of more than 5,000. They are the *Baltimore American*, *Morning Herald*, *News*, *Sun* and *World*.

The *Morning Herald* and *Evening News* have, for some years, furnished regularly statements showing their actual average issues, and the willingness to do this has doubtless had an influence upon the minds of many advertisers, leading them to select these in preference to older favorites whose reticence on the subject of actual distribution leaves inquirers a good deal in the dark. The *News*, with an actual average sale of 33,268 copies every evening, is accorded a recognized position among the choicest advertising mediums in the country and the *Herald*, in the morning field, appears to exhibit a similar growth in public appreciation. In 1899 the latter was accorded 30,174 in actual figures.

From the old and respectable *American*, established in 1773, the editor of the Directory was never able to secure a circulation statement that would warrant him in putting in any very definite figures, but it is such a good paper and such an old favorite, having been established in 1773, and being, moreover, sold for one cent a copy, it would seem as though the Directory estimate of "exceeding 20,000" may be accepted without doing injustice to its more communicative competitors. It is, of course, easy to understand that so old and rich a paper would hesitate about letting its exact issue be told on its own authority if the facts would leave it ever so little behind a rival that had for years been lightly considered.

The *Baltimore Sun* is a remark-

able paper. Among American dailies it is as conspicuous as a knight in armor among an army of citizens would have been in the days of chivalry. Like the *New York Herald*, it occupies in American journalism a position peculiarly its own. Its owners are too rich, proud and prosperous to be inclined to turn to the right or the left to secure any man's favor and its affairs, guided by traditions of a successful past, are governed by laws which, like those of the Medes and Persians, are unchanged and unchangeable. Whatever criticism may be bestowed upon the *Baltimore Sun*, whatever fault may be found with it by any critic, PRINTERS' INK is of the opinion that every intelligent American, as he examines a copy, must be thankful that one such example of excellent, conservative, old-fashioned journalism can continue to exist and even be prosperous. Once only, for the year 1894, the *Sun* overcame its reserve and gave the Directory editor assurance that during that year no issue was smaller than 66,432 copies, but as its price is double that of any of the other Baltimore dailies and it is so free from sensational features, it would seem more likely that the Directory rating of C, exceeding 20,000, is the one to which the paper is entitled, as the next rating letter, B, exceeding 40,000, is probably a little more than the facts would warrant. In these days the tendency of conservative newspapers is toward smaller issues, and this leads to a policy of silence on the subject of circulation at the offices of nearly all such papers. To the *Sun* the Directory accords the bull's eye (⊙) mark of excellence, and it is probable that in the whole country there may not be another paper so deserving of this distinguishing symbol.

The *World*, a one-cent evening paper, occasionally furnished a satisfactory circulation report in years past, but since 1896 has refrained from doing so. In 1897, in the absence of information, a rating indicating an estimated issue of exceeding 20,000 was accorded, a policy that was repeated

in 1808, when an unsatisfactory statement was received. For 1898 the figures were reduced to exceeding 12,500.

Outside of Baltimore the State of Maryland furnishes a very limited field for daily newspapers. According to the Directory the *Frederick News* is the best.

MASSACHUSETTS.

Seven daily papers in Boston get credit for average editions of more than ten thousand copies. They are the *Evening Record*, *Evening Transcript*, *Globe*, *Herald*, *Journal*, *Post* and *Traveler*. The *Globe* has a larger circulation than is claimed by any other Boston daily. Detailed statements covering each year have been furnished with considerable regularity by its publisher since 1895. The last report, ending with September, 1899, shows an actual average issue—morning and evening—of 188,329 copies. This, from Directory ratings, appears to be the highest actual average rating, based on a publisher's detailed statement, in the United States. The *World* and *Journal* of New York assert a claim to a much larger issue, but observe a mysterious hesitancy about coming down to details which are to be signed and dated. The Boston *Herald* seems also to belong in the "won't tell" class. Since 1891 it has refrained from giving information on the subject and it has the highest rating given by letter, viz., "A," which is explained to mean exceeding 75,000 copies for morning and evening issues combined. An apparent claim for a present circulation of something like 175,000 for the daily and 180,000 for the Sunday issue has appeared in the *Herald's* columns from time to time, but it is said by its neighbors to represent something quite different from what a mark or showing of daily average during a year would be found to be. However, the *Herald* is an excellent newspaper and so well deserves the generous patronage bestowed upon it that one is led to believe that it would lose nothing by a frank uncovering of the truth concerning its daily issue.

The *Post* comes third in the list

of seven dailies enumerated above. In 1893 this newspaper was given an estimated rating of exceeding 40,000, which, because of failure by the publisher to sustain this report, or show a still larger issue, and a persistent withholding of information in the interval, was reduced in 1898 to exceeding 20,000. In the present year the previous policy of withholding information was abandoned, and a statement showing an actual daily average of 123,812 was sent to the editor of the American Newspaper Directory. This puts the *Post* second on the list of Boston dailies so far as actual average circulation statements conduce to such a grouping. The *Post* in years gone by was the best known and most ably conducted Democratic daily in New England—probably at one time the best known and most respected of any in the North.

The *Journal* is still a favorite with merchants, manufacturers and business men generally, with a large circulation outside city limits. Reliable and eminently respectable, it is valued as much, perhaps, for the class and quality of its circulation as for the mere number of copies printed. In 1894 it reported an average issue of 83,270; then there followed, in the absence of information, an estimated rating of exceeding 40,000; but for the year ending with February, 1899, the actual figures were again furnished and show an average issue of 68,505.

The *Traveler* has, in the course of years, undergone more changes in character, appearance and make-up than any other daily in Boston. It is now somewhat of a sensational sheet, printed on pink paper and sold for one cent; but its circulation was never before so large. From an average of 26,680, in 1895, it reached 76,868 in 1898, in 1895, it reached 76,868 in 1898. In 1899 the statement sent failed to be sufficiently clear to warrant a rating in actual figures and one representing an estimated issue of exceeding 40,000 was accorded.

Since 1894, when the publisher of the *Evening Record* "asserted" its smallest issue to be 82,000, no information in definite shape concern-

ing that paper appears to have been obtainable. In the two following years its estimated issue was placed at exceeding 40,000, and in 1808 and 1809 as exceeding 20,000. If the Directory editor has made any material mistake in this rating the *Record* publisher would doubtless have discovered it long ere this and caused it to be rectified. Probably the low price at which the *Traveler* is to be had, together with the attractive qualities of the *Globe* and *Journal* evening editions, makes it seem advisable to the *Record* people to avoid going into details of the present issue of that paper.

The *Evening Transcript*, with a record of three score years and ten behind it, is the one afternoon daily of unquestioned popularity. It occupies in Boston a position similar to that of the *Evening Post* in New York, and is sometimes designated as the "tea table organ." One notes with pleasure that from an issue of 17,500, reported in the Directory for 1804, there was an actual average given for the year ending with March, 1808, of 21,173, and with regret that in 1809 the necessity for an estimated rating, given as exceeding 17,500, has arisen. It is probable that information has not been withheld in 1809, because of any diminution in the previous number, for the *Transcript* is one of the best paying newspaper properties in America and about the best instance of a paper valued by advertisers more for the quality than the quantity of its readers.

The *Record*, *Post* and *Traveler* are each sold for one cent a copy, the *Globe*, *Herald* and *Journal* for two cents, and the *Evening Transcript* for three cents.

PRINTERS' INK concludes, after a careful study of the Directory, that the *Transcript*, *Journal* and *Herald* are most read by the more prosperous classes. The *Globe* has the largest issue, the *Transcript* the choicest. The *Post* is the only out and out Democratic journal in the group.

Boston, Baltimore and St. Louis are about alike in population, but the combined daily issue in Boston appears to be more than three

times that of Baltimore, and approximately twice that of St. Louis.

In Massachusetts, outside Boston, seven daily papers get credit for actual average issues of more than ten thousand copies. They are: *Brockton Times*; *Lowell Sun*; *New Bedford Evening Standard*; *Salem News*; *Springfield Republican*, *Union* and *Worcester Telegram*. To each of the seven, with the exception of the *Salem News*, is accorded a precise rating in Arabic figures based upon annual average statements. Of the group the *Springfield Union* stands first with 20,766 to its credit. This newspaper showed a combined issue in 1804 for morning and evening editions of 17,001. Its circulation has apparently increased in the interval, as the figures for 1809, already given, indicate. Next in order of circulation comes the *Worcester Telegram*—a morning one-cent paper which from an average issue of 11,729 in 1805 steadily advanced to 18,554 in 1809.

The *Springfield Republican* has lost none of its well earned popularity gained by conscientious, persistent effort and able editorial management during more than half a century. Of course it is found in the bulls eye (☉) list, and merits the distinction thus given. From an average issue of 11,029 in 1805 to an average of 14,070 in 1809 is a good record for *Springfield*.

Lowell has always been a trial to the Directory editor. Of its six dailies but one seems willing to furnish accurate information, although none of them are at all modest in claiming, at intervals, the largest issue—or an issue in excess of that accorded to some other neighbor. An actual average report from the *News* was received and published in both 1806 and 1807; but the figures being questioned, the editor of the Directory offered to cause their correctness to be verified by special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the *News*, but to this offer the response was not such as to entire-

ly remove the impression of doubt cast on the rating. The Lowell *Sun* has furnished regularly annual statements in detail since 1896. These show an increase from 7,918 in the latter year to 14,315 for 1899. It is encouraging to obtain a truthful statement from even a single paper in Lowell. The *Sun* is to be congratulated.

The Brockton *Evening Times* appears to vary but little from year to year; its latest actual average circulation statement indicates an output of 12,941.

The New Bedford *Standard* has a valuable circulation in the city and surrounding country, where there is a population of over one hundred thousand. The *Standard's* average issue for 1899 is given at 11,475.

Within sixteen miles of Boston is the Salem *News*, a bright, clean sheet of unusual local interest, whose average issue during 1898 was 16,284, a slight but healthy increase over that of previous years. In 1899 the *News* was derelict in furnishing a proper circulation statement and the editor of the American Newspaper Directory was compelled to accord an estimated rating representing exceeding 12,500 copies.

Mention should also be made of the following dailies, each reported in the Directory with considerable regularity from year to year upon annual statements—the only remaining dailies (except the two afterwards named) in Massachusetts getting credit for a circulation of 5,000 or more copies. The figures are taken from the last report in each case: Brockton *Enterprise*, 6,233; Gloucester *Times*, 5,371; Springfield *News*, 7,811; Worcester *L'Opinion Publique*, 7,073. The Lynn *Item* was credited with an average issue of 12,990 in 1895; the following year showed a slight decrease; failure to obtain information resulted in an estimate of exceeding 7,500 in 1898, and for the same reason a rating of exceeding 12,500 was given in 1899. The Worcester *Post* appears to have made in many years but a single report. Its estimated issue is exceeding 7,500.

Massachusetts has an unusually

large per cent of remarkably good dailies.

MICHIGAN.

Nine daily papers in Michigan get credit for actual average editions of more than five thousand copies, viz.: Detroit *Free Press*, *Journal*, *Tribune* (including its evening edition—the *News*) and the Michigan *Volksblatt*; Grand Rapids *Democrat*, *Evening Press*, *Herald*, Kalamazoo *Telegraph* and Saginaw *Evening News*. Each of the nine dailies is rated in plain figures from actual average yearly reports furnished to and on file in the Directory office, thus establishing the exact issue for a year past beyond doubt or controversy. The Detroit *Free Press* and *Tribune* are the two prominent morning dailies of Michigan. Comparison between them in the matter of circulation is rendered difficult owing to the fact that the *Free Press'* reported issue stands alone and unqualified, while that of the *Tribune* includes as well its evening edition, the *News*. If, however, the reported Sunday issues of the two morning editions only are a correct guide the *Free Press* is in the lead. This latter paper was established in 1835 and antedates all others in the city. From an actual average of 34,764 in 1895, it showed for 1899 an average of 40,367. From the two editions of the *Tribune* there appears to have come, for the first time, a definite report in 1896, showing average issue during that year of 60,419; the next detailed report, for year ending with August, 1899, shows 74,662. It is pretty well understood that the *News* has much the larger portion of readers, but as an advertiser gets the benefit of both lists he is not particularly interested in knowing just how they are divided or classified. The Detroit *Journal*, from 1895 to 1898 inclusive, was accorded an estimated issue of exceeding 20,000, but a detailed report for the year ending with March, 1899, fixes the issue at 34,114. It is the only English Republican daily in Detroit. The *Free Press* and *Tribune* are each

sold for three cents—the *Journal* and *News* for two cents. For the first time in 1899 the *Michigan Volksblatt*, a German daily, sent in a detailed statement of circulation, and thus secured a rating in actual figures of 5,306. All previous figures were estimates meaning "exceeding 4,000," demonstrating that in this case at least, the estimate was practically as good as the detailed figures themselves.

That Grand Rapids, so near and accessible to both Detroit and Chicago, should have in the *Press* an evening daily showing an actual average issue during 1899 of 26,086, seems somewhat phenomenal, but these figures are doubtless correct. The *Press* is sold for one cent and has risen to its present high average from an issue of 19,673 in 1895. From Directory reports there appears to have been a steady increase ever since. No one who spends a day in Grand Rapids can fail to note to what a wonderful degree the *Press* covers the town. It is everywhere and everybody is its friend. The army of bright, energetic, interested newsboys handling the *Press* in Grand Rapids is as much in evidence as bees near a hive. Nothing just like it is to be seen in any other town in the United States. Next in circulation comes the *Democrat*, which for a year ending with March, 1900, furnished a detailed statement showing an output of 16,951. In 1893 this newspaper had 10,647 circulation; in the interval between then and now it appeared content with estimated figures, which varied from exceeding 4,000 to exceeding 7,500. The *Grand Rapids Herald* is a morning daily which has risen from an average issue of 7,503 in 1896 to 10,219 in 1899. The *Kalamazoo Telegraph* reports an average of 6,252 copies. Saginaw is said to have a present population of 60,000, for whose benefit the *Evening News* made an actual average issue during the year 1899 of 8,116 copies. This is a steady growth from an average of 3,400 in 1895. The dailies of Michigan are unusually good, well edited, well made up, well printed and well patronized.

MINNESOTA.

Eight dailies in Minnesota get credit for average issues of more than five thousand copies—four in St. Paul, three in Minneapolis and one in Duluth. They are: *Duluth Evening Herald*; *Minneapolis Journal*, *Times*, *Tribune*; *St. Paul Dispatch*, *Globe*, *Pioneer-Press* and *Volks Zeitung*. The *Minneapolis Journal* and *Minneapolis Times* are alone among the eight in failing to furnish to the Directory a recent circulation report in detail; the issues of these two are consequently left in some doubt; those of the other six are expressed in exact figures.

The *Minneapolis Tribune*, morning and evening editions combined, has, without question, the largest circulation of any daily in the State. Its average for the entire year 1899 was 49,086, and these figures are further guaranteed to be correct by the publishers of the Directory, who will pay one hundred dollars to the first person who successfully controverts their accuracy. The figures further show a steady increase, year by year, since 1895. The *Tribune* contains as many pages and as much matter as any of the dailies, but is the only one sold for one cent a copy—the price of all others being two cents. The *Minneapolis Times*, from an average of 20,169 in 1895, rose to 30,855 during the year ending with September, 1898. With so good a report behind, it seems too bad that more recent and definite information has not been furnished to secure in the Directory an accurate up-to-date rating. It is something more than human however, to willingly admit a falling off of circulation, and since the Spanish war many newspapers have hesitated to admit that war circulations are not quite maintained. The latest rating accorded is an estimated one of exceeding 20,000 copies. The *Minneapolis Journal* reported an average issue of 41,274 in 1895; failed to report in 1896, made an average of 40,679 for year ending April, 1898, and from failure to give later information is accorded an estimated issue in 1899 of exceeding 20,000.

In St. Paul the *Evening Dis-*

patch appears to have the lead from a circulation standpoint. It shows a steady increase since 1895, when the average was 29,586, to 40,868 in 1899. The *Dispatch* is the most prosperous paper in Minnesota, and the best advertising medium in proportion to the price demanded for the service. The *Pioneer-Press* is still one of the best and best known papers in the entire Northwest. Twenty years ago no other paper could be mentioned in comparison with it in point of merit and influence. From an issue of 23,720 in 1894, its average for 1899 was fixed at 31,643. The *Globe*, from an average of 17,844 in 1897, reached 23,045 for year ending September, 1899. The *Volks Zeitung's* detailed statement for 1899 shows an average issue of 6,189. The *Herald*, of Duluth, has risen from 4,500 in 1894 to 10,168 in 1899, and appears to be by far the best daily in Minnesota, outside the Twin Cities.

MISSISSIPPI.

Three dailies in Mississippi get credit for issues of more than one thousand copies. They are: Jackson *Clarion-Ledger*; Meridian *Herald* and Vicksburg *Herald*. Of the trio, only the Jackson *Clarion-Ledger* secures a rating in actual figures—2,246; the others are given estimated ratings of exceeding 1,000 copies each. The Jackson *Clarion-Ledger* reported in 1894 no issue less than 1,500; in 1897, actual average 2,025; in 1898 a letter representing an output of exceeding 1,000 copies, was accorded. With this single exception the Directory has failed in all its attempts to secure information of value concerning circulation from publishers of the dailies named. Probably exceeding 1,000 is a high enough rating for them. Mississippi is a barren field for daily newspapers. Any one who desires to advertise in that State might do well to consider, in connection with other service, what has been said of Louisiana dailies.

MISSOURI.

Eleven daily papers in Missouri get credit for average issues of more than ten thousand copies—

five in St. Louis, five in Kansas City and one in St. Joseph. They are: St. Louis *Chronicle*, *Globe-Democrat*, *Post-Dispatch*, *Republic* and *Star*; Kansas City *Drivers' Telegram*, *Journal*, *Star*, *Times*, *World*; St. Joseph *News*. No other daily in Missouri gets credit for an issue of 5,000 copies.

The St. Louis *Post-Dispatch* stands first so far as circulation is concerned, with the figures 87,204 to its credit. In 1895 its rating was 78,516 and in 1898, the year of the Spanish-American War, it blazed up to 96,321. This paper, as is pretty generally known, was founded by Joseph Pulitzer, owner of the New York *World*, and belongs to the Pulitzer Publishing Company. It was with the *Dispatch* that Mr. Pulitzer demonstrated his remarkable ability as a newspaper man. It claims to be the only evening paper in St. Louis with Associated Press dispatches; has a regular edition of twenty pages, and like all the other dailies in that city is sold within city limits for one cent a copy. Next to the *Post-Dispatch* in St. Louis in circulation figures, and perhaps far beyond it in the quality of its circulation and general excellence, is the *Globe-Democrat*. A study of its annual reports to the American Newspaper Directory is interesting. They run as follows: "Actual average for 1896, subscribed for and sold, 69,835; for 1897, subscribed for and sold, 70,501; for 1898, copies printed, 96,695; for 1899 (with Sunday), subscribed for and sold, 80,010." The statements of the *Republic*, also a daily on which any city might pride itself, are equally interesting and will bear repetition: "Actual average for 1895, 55,191; for 1896, copies distributed, 67,092; for 1897, copies distributed, 62,094; for a year ending with September, 1898, copies printed, 77,606; for 1899, copies distributed, 70,612. These two dailies are universally considered the best in St. Louis. The remaining dailies in St. Louis are the *Chronicle* and the *Star*. The *Chronicle* is issued by the Scripps-McRae League. It fails to furnish up-to-date circulation reports and secure an exact rating in the Directory. It

did make a report for 1895, when its average issue was 107,464; it failed to report in 1896, and in 1897 showed an average of 82,130. An incomplete statement for 1898 earned an estimate of exceeding 75,000; but in 1899 there was a further failure to furnish facts and the Directory editor assigned the estimate of exceeding 40,000. The same estimate is accorded to the *Star*, an evening newspaper giving considerable attention to stock reports. It seems a pity that this newspaper, which in 1898 secured a rating of 77,247, and has always sent in detailed statements, should turn over a leaf which usually implies a decrease in quantity of output. Previous figures may be of interest here: 1895, 31,478; 1896, 42,908; first six months of 1897, 65,017; 1898, 77,247.

Turning now to Kansas City, the *Star* is conspicuous in having a circulation that is probably more than double that of any other daily therein, in having its exact figures, as stated, guaranteed by the publishers of the Directory under a forfeiture of \$100 to the first person who successfully converts their accuracy; and in having been awarded by PRINTERS' INK the "Sugar Bowl," carrying with it the announcement that, after four months' careful weighing of evidence, the *Star* had been pronounced the one daily published west of Chicago "which gives an advertiser the best service in proportion to the price charged." The *Star's* average issue for the year 1899 was 87,032—second only to that of the *Post-Dispatch*—in city or State. The *Morning Journal*, established in 1854, appears to more than hold its own. From a smallest issue in 1894 of 20,500 copies, it reached an average in the year ending with March, 1900, of 42,842. The *Times*, the oldest daily in Kansas City, comes next. The average issue of 19,838 in 1896 had increased to 25,440 in 1899. The *Evening World* was rated for a year ending March, 1898, with an average of 39,523. It failed to report in the following year and information was not forthcoming in 1899, necessitating an estimated rating of exceeding 20,000. The

Drovers' Telegram is a live stock paper. It was accorded an average for part of 1897-8 of 27,803. Its previous report for 1896 was 14,600; subsequent reports failed to contain definite figures, so that the 1899 report indicates non-receipt of information and is an estimate of exceeding 17,500 copies. While in no degree underestimating the *Star*, it is probable that with large constituencies the *Journal* and *Times* still remain favorite dailies. All the Kansas City dailies are sold for two cents a copy, excepting the *World*, which is sold for one cent.

The St. Joseph *News* closes the list of eleven and easily takes the lead over any other daily in the State outside the two big cities. Apparently it has a larger circulation than the remaining five dailies in St. Joseph. In 1895 its average was 7,935; the year ending with August, 1898, it had grown to 15,202. In 1899 these figures had further increased to 16,849, indicating that even the "boom" showing of the Spanish War days had been left in the shade.

MONTANA.

Six daily papers in Montana get credit for actual average issues of more than one thousand copies, viz.: *Anaconda Standard*, *Butte Inter-Mountain* and *Miner*; *Great Falls Tribune*, and *Helena Herald* and *Independent*. Indications appear to show that the *Anaconda Standard* has a much larger circulation than all the other dailies combined. Its average during 1898 was 11,118. For 1899 it failed to send in a satisfactory statement, slipping up on an excellent record for years, and was given an estimated rating of exceeding 7,500. The *Standard* maintains fully equipped branch offices at Butte, Missoula and Great Falls, and is a paper of very much more than ordinary importance. The *Butte Inter-Mountain* has apparently never furnished to the Directory definite information as to its actual issues, and the estimate of exceeding 2,250 is probably high enough. The *Miner* did break the ice once and reported its average

(Continued on page 49.)

The newspaper man who would like to obtain a specified number of coupons conveying rights and privileges as set forth in the accompanying fac-simile, and to pay for the coupons by inserting an unobjectionable advertisement in his own paper that he would not otherwise receive, may address PETER DOUGAN, Manager of Printers' Ink Advertising Bureau, 10 Spruce St., N. Y.



No. SAMPLE.



GOOD FOR FIVE DOLLARS

AS STATED BELOW

IF USED WITHIN TWO YEARS OF DATE OF ISSUE, OTHERWISE VOID.



GOOD FOR A YEAR'S SUBSCRIPTION FOR PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 50 COPIES OF PRINTERS' INK (ANY ISSUE), PRICE FIVE DOLLARS.
 GOOD FOR A COPY OF THE AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.
 GOOD FOR 20 LINES OF CLASSIFIED ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR 10 LINES OF DISPLAY ADVERTISING IN PRINTERS' INK, PRICE FIVE DOLLARS.
 GOOD FOR A 10 LINE ADVERTISEMENT OR PUBLISHER'S ANNOUNCEMENT IN THE
 AMERICAN NEWSPAPER DIRECTORY, PRICE FIVE DOLLARS.

Good to apply as a credit in settlement of any order or bill for advertising in or subscriptions for Printers' Ink or American Newspaper Directory, or for extra copies of Printers' Ink of any issue available, or for subscriptions to the American Newspaper Directory Confidential Information Bureau.

FOR THE PURPOSES SPECIFIED ABOVE A HUNDRED OF THESE COUPONS ARE AS GOOD AS \$500 CASH, AND A THOUSAND ARE AS GOOD AS \$5,000 CASH. ONE IS AS GOOD AS \$5 CASH.
 BEING PAYABLE TO BEARER, NO DUPLICATE CAN BE HAD IN CASE OF LOSS.

W. D. Dougan 10 SPRUCE ST.,
 NEW YORK.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Birmingham (Ala.) *Age-Herald* (1).—Circulation greater than all other morning dailies in Alabama combined.

CALIFORNIA.

San Diego (Cal.) *Union* (2).—Its circulation is conceded to be several times larger than that of any other daily in the State, south of Los Angeles. It is one of the oldest newspapers on the coast, reaching a clientage of readers whose patronage is especially desirable, being the only first-class daily published in the city, as a comparison with others will prove. No other city and county in California are so thoroughly covered by the circulation of one newspaper as the city and county of San Diego are by the *Union*.

COLORADO.

Denver (Colo.) *Illustrated Weekly* (1).—Largest circulation in Colorado, barring none. Sworn and proven by postoffice receipts and pressman. Bear in mind, we except no publication in Colorado, be it daily or weekly, in our claim of the largest circulation. Our circulation is all paid. There's not a name on our books that is not paid in advance.

CONNECTICUT.

Torrington (Conn.) *Evening Register* (2).—We cover this territory with a paper that gives all the news. We have the full Associated Press service by wire right into our own office.

GEORGIA.

Atlanta (Ga.) *Albion* (1).—The only literary magazine in the South. A rich field, reaching the reading people who buy. The only medium for reaching the cultured classes. Only advertisers invited to its pages in harmony with the high standard of the publication.

Savannah (Ga.) *Georgia Journal of Medicine and Surgery* (1).—The largest circulation of any journal in the Southeast, Atlantic and Gulf States.

ILLINOIS.

Chicago (Ill.) *Christian Century* (1).—Is the most popular, progressive, up-to-date paper representing the Christian Church. It represents a brotherhood of 1,250,000 of the most progressive, intelligent, well-to-do people.

Chicago (Ill.) *Journal of the American Medical Association* (1).—Has the largest bona fide circulation of any medical weekly in America.

INDIANA.

Evansville (Ind.) *Democrat* (1).—Commands a daily subscription list larger than any other German paper in the State. The *Weekly Democrat*, which is issued twice a week, has a circulation acknowledged even by its competitors to be the largest in the State. The *Weekly Democrat* has also a large circulation in the adjoining States of Kentucky and Illinois, and reaches many towns in the South by railroads and river, and has been proven to be one of the very best advertising mediums in the State of Indiana.

Indianapolis (Ind.) *American Tribune* (1).—We cover not only Indiana, but the Western States very completely. Ohio, Indiana, Illinois, Michigan, Missouri, Wisconsin, Iowa, Nebraska and Kansas are well covered by the *American Tribune*, and we go to the homes of 27,000 people every week—fifty-two times in the year.

Indianapolis (Ind.) *Inland Poultry Journal* (1).—Our average guaranteed circulation is 5,000 copies each issue.

Indianapolis (Ind.) *News* (3).—Has a larger circulation than the combined paid circulation of any other three Indianapolis papers. Prints more classified advertising (want ads) than all the other Indianapolis papers combined.

Muncie (Ind.) *Morning Star* (1).—Circulation guaranteed to exceed 8,000 daily.

Noblesville (Ind.) *Ledger* (1).—Has the largest circulation and is the best advertising medium in Central Indiana.

IOWA.

Marshalltown (Iowa) *Times-Republican* (1).—Advertisers contemplating extending their business should fully consider the merits of the *Times-Republican*. We still claim the largest combined circulation of daily and semi-weekly issued from any city the size of Marshalltown in the United States.

KANSAS.

Concordia (Kan.) *Kansas* (1).—Guaranteed largest circulation of any paper in Cloud County.

Concordia (Kan.) *Kansas* (3).—The *Kansas* is the only paper in the county that will now, or ever did, make a sworn statement of circulation for the information of advertisers. With very few exceptions, the *Kansas* has the largest circulation of any newspaper in the State of the same class and character.

Manhattan (Kan.) *Nationalist* (1).—Circulation is larger than that of any other paper in the county, and four to five times than some of its competitors. Sworn statements of circulation furnished advertisers upon application.

Topeka (Kans.) *Mail and Breeze* (1).—Guaranteed largest circulation of any newspaper in Kansas.

Topeka (Kans.) *State Journal* (1).—A larger average daily local circulation than any other Kansas paper.

KENTUCKY.

Louisville (Ky.) *Anzeiger* (1).—Has a wide circulation throughout the States of Kentucky, Indiana, Tennessee, Alabama, Georgia, Mississippi, Arkansas and Louisiana.

MASSACHUSETTS.

Boston (Mass.) *Courier* (1).—The circulation of the *Courier* is nearly double that of any other weekly paper of its class published in Boston, which renders it one of the most de-

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

sirable mediums for advertising in New England.

Boston (Mass.) *Massachusetts Medical Journal* (1).—A larger circulation in New England than any other medical publication.

Boston (Mass.) *Nickell Magazine* (1).—Circulation over 80,000 monthly guaranteed.

Fall River (Mass.) *Evening News* (1).—Has more than double the circulation of any Republican paper published in Fall River. It is the oldest daily in the city, and has the largest patronage and the widest reading in the home. Has a larger circulation in the adjoining towns of Tiverton, Little Compton, Warren, Somerset, Assonet, Swansea, Westport and other towns in Bristol County than all the other papers combined.

Lowell (Mass.) *Sunday Telegram* (1).—Lowell's only Sunday paper, going into the homes and read by everybody on a day when people have time to examine every column of its contents. Population Middlesex County, 500,000. Lowell, 90,000. The entire field covered by the *Sunday Telegram*.

MICHIGAN.

Detroit (Mich.) *Abend Post* (2).—Guaranteed circulation at least three times as much as any other German daily newspaper in the city of Detroit and any other city in the State of Michigan; circulation of semi-weekly, *Familien Blätter*, just as large as any other German semi-weekly or weekly in the State of Michigan.

Detroit (Mich.) *Foundry* (1).—The only paper in the world published in the interest of the foundry business. Goes to more foundries and is read by more foundrymen than all the trade journals in America combined.

Saginaw (Mich.) *News* (1).—The *Evening News* has three times the circulation of any other Saginaw daily. The *Semi-Weekly News* has the largest circulation of any weekly or semi-weekly published in Michigan, outside of Detroit.

MINNESOTA.

Minneapolis (Minn.) *Farm, Stock and Home* (1).—Whenever put to the test, *Farm, Stock and Home* has always been found the most economical advertising medium in the Northwest. Largest Northwestern circulation.

Minneapolis (Minn.) *Journal* (1).—The only exclusive evening paper in Minneapolis. It has the largest paid circulation of any daily paper in the Northwest.

Minneapolis (Minn.) *Northwestern Agriculturist* (2).—We respectfully report the circulation of the *Northwestern Agriculturist* for all of 1900 up to and including July 1, 1900, to have been every issue 53,000. That means thirteen semi-monthly issues of 53,000 each.

Minneapolis (Minn.) *Times* (1).—The only paper in the Northwest with a "verified circulation." It has been examined by the leading merchants of the city. Average circulation exceeds, daily 30,000; Sunday exceeds 42,000.

St. Paul (Minn.) *Le Canadien* (1).—The oldest and largest circulated French newspaper in the Northwest.

MISSISSIPPI.

Meridian (Miss.) *Star* (1).—Has a larger circulation than any other newspaper published in East Mississippi.

Yazoo City (Miss.) *Sentinel* (1).—Largest circulation of any paper published in the rich Yazoo delta.

MISSOURI.

Independence (Mo.) *Progress* (1).—Best advertising medium in Jackson County. Two thousand circulation in eastern Jackson County; 1,000 outside of county.

Kansas City (Mo.) *Illustrated World* (1).—Largest circulation of any magazine in the West, among business and professional men

and their families, in the towns and cities west of the Mississippi River.

St. Louis (Mo.) *Post-Dispatch* (1).—Do you know that there are only seven Sunday newspapers in the United States that equal or exceed the paid circulation of the *Sunday Post-Dispatch*? We guarantee unequivocally the biggest legitimate paid circulation, either daily or Sunday or both, west of the Mississippi.

St. Louis (Mo.) *Woman's Farm Journal* (1).—Circulation exceeds 75,000 copies each issue. Seventy-five thousand copies of the *Woman's Farm Journal*, proven, is worth more to an advertiser than two or three hundred thousand claimed circulation, not proven. The circulation of the *Woman's Farm Journal* will be proven in any way desired.

MONTANA.

Anaconda (Mont.) *Standard* (1).—Although published at Anaconda, the *Standard* is essentially a Butte newspaper, and its circulation in that city alone is greater than the entire printed edition of either of the Butte dailies.

NEBRASKA.

Lincoln (Neb.) *Independent* (1).—Its field is in Nebraska and surrounding States—the Missouri River Valley—the greatest agricultural region in the world. Its circulation is greater than any other English weekly in the State.

NEW HAMPSHIRE.

Concord (N. H.) *People and Patriot* (1).—Founded in 1809. Is the best advertising medium in New England, north of Manchester. The only one-cent daily newspaper in New Hampshire. Is read by more people in the capital city of the State than all other papers combined. The weekly circulates in every county and town in New Hampshire, and is well known throughout the Union.

Manchester (N. H.) *Mirror and American* (1).—Two editions daily. The most widely circulated paper in Manchester. The *Mirror and Farmer* published weekly. No family paper in New England equals it in circulation, advertising patronage or attractive characteristics.

NEW JERSEY.

Trenton (N. J.) *Times* (1).—Larger circulation than all other Trenton dailies combined.

NEW YORK.

Batavia (N. Y.) *News* (3).—It is impossible to reach the purchasing classes of Genesee County without employing space in the *News*.

Canisteo (N. Y.) *Times* (1).—The circulation of the *Times* is more than twice that of any other paper in Canisteo. The *Times* has a far greater circulation than any other weekly paper in Canisteo or Hornellsville.

Lowville (N. Y.) *Times* (3).—We guarantee a local circulation of 3,000.



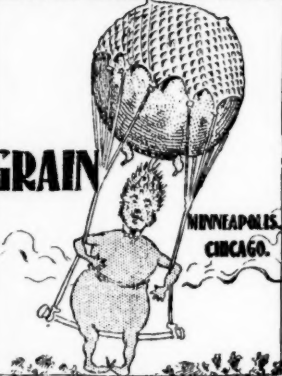

New York (N. Y.) *American Agriculturist* (2).—We are now giving on our three editions over 180,000 circulation every issue guaranteed.

New York (N. Y.) *Bankers' Magazine* (1).—Oldest bankers' publication in the United States; largest circulation; contains practical information on banking and finance.

New York (N. Y.) *Cheerful Moments* (1).—We guarantee the circulation to be not less than 200,000 copies each month, or no charge. Is essentially a mail order journal. Its circulation is confined to the little towns and villages throughout the United States, not more than two per cent going into cities exceeding 10,000 population.

NORTHWEST TERRITORIES.

Dawson (N. W. T.) *Yukon Sun* (1).—Leading journal of the Klondike.

<p>GEO. H. DAGGETT & CO.</p> <p>GRAIN</p> <p>MINNEAPOLIS. CHICAGO.</p> 	<p>GEO. H. DAGGETT & CO.</p> <p>GRAIN</p> <p>MINNEAPOLIS. CHICAGO.</p> 
<p>WHEAT • WEAK • TODAY •</p>	<p>WHEAT • FIRMLY • HELD •</p>
<p>GEO. H. DAGGETT & CO.</p> <p>GRAIN</p> <p>MINNEAPOLIS. CHICAGO.</p> 	<p>GEO. H. DAGGETT & CO.</p> <p>GRAIN</p> <p>MINNEAPOLIS. CHICAGO.</p> 
<p>GENERAL TENDENCY UPWARD.</p>	<p>WHEAT • STRONG • TODAY •</p>

WHEAT PICTURES.

MINNEAPOLIS, Minn., July 13, 1900.
Editor of PRINTERS' INK:

Permit me to call your attention to the inclosed advertisements of Geo. H. Daggett & Co., of Minneapolis and Chi-

cago. These are simply a few of a large number which appear from day to day in the *Minneapolis Journal*, and are intended to illustrate the condition of the wheat market. Yours very truly,

INTERSTATE CLIPPING BUREAU,
By Robert L. Pollock, Mgr.

THINKS IT BAD.

The poorest advertising we have ever seen is that done by the big advertising agencies. Ayer, Batten, Morse, Bates and others take full pages in the magazines (of course on some sort of dicker) and they run the most nonsensical, ill-constructed and unconvincing matter ever put up by adbutchers.

These fellows would do better either to have their ads left out or commission their office boy to get up something more creditable.—*The Squid*.

THE right paper gives you a chance to invest your money. The wrong paper gives you a chance to spend it.—*F. G. Cramer*.



AT HOME OR ABROAD
A Useful Friend!
3RD NATIONAL
-BANK
of BUFFALO.
CAN CONDUCT YOUR DAILY BANKING
BUSINESS OR ISSUE YOU A LETTER OF
CREDIT, GOOD IN ANY PART OF THE
WORLD, WITH EQUAL FACILITY, AND
WITH SAFETY AND CONVENIENCE TO YOU



BANKS.

NEW YORK, July 12, 1900.

Editor of PRINTERS' INK:

Of all institutions I believe the bank has the longest persisted in the old-style

meaningless advertising. Here is a bank, however, which has seen the error of its way, and has produced probably the first banking ad that goes beyond the stereotyped "card." Yours very truly,
 LA FAYETTE PARKS.

A GREAT HELP.

Office of GRAHAM-COPE COMPANY.
 REDLANDS, Cal., July 2, 1900.

Editor of PRINTERS' INK:

The writer is pleased to testify that PRINTERS' INK has proved a great help in his work as "advertising manager" of this company. In addition to the two-inch singles that we run in our local weekly and the weeklies in several nearby towns we occupy a permanent location (six-inch single) in the Redlands *Daily Facts*, using type that is owned by us, and used by no other advertiser in the paper. We change the matter of the ad, but not the style, twice or three times a week and, judging from results and the way people have commented on our ads, we know they are being read.

Yours truly,

GRAHAM-COPE COMMERCIAL CO.,
 Henry L. Graham, President.

A NOVEL BY MAIL.

SAN FRANCISCO, July 10, 1900.

Editor of PRINTERS' INK:

I have a friend who insists that he can take a cloth bound novel of fair merit and sell ten to twenty thousand copies of it by mail. He proposes to advertise by States and in return for inquiries he will send out an alluring prospectus, synopsis, introductory chapter, etc. His primary ad would name the story and characterize it as the great this or the striking that. He would probably close by saying, "Full particulars and interesting synopsis for a stamp." He claims that he would sell thousands at a low rate by inducing those who receive the synopsis to buy. Do you know of any firm that has ever tried to push a single book of that character by mail order system?

Respectfully, LEIGH H. IRVINE.

ADVERTISING is valuable exactly in proportion to the extent to which the thing advertised is found to bear out the claim made for it.—*Montreal (Can.) Witness.*

A MISSOURI ADMIRER.

Office of C. M. WRIGHT & COMPANY,
 Druggists,
 FULTON, Mo., July 12, 1900.

Editor of PRINTERS' INK:

We look forward every week to PRINTERS' INK and peruse its pages with much pleasure, satisfaction and benefit to ourselves. We buy the paper from one of the offices here, and can hardly wait for them to get through with it. Yours truly, C. M. WRIGHT & Co.

THE TESTIMONIAL AD.

The world is so prone to defer to the opinion of others, so concerned as to what others think and say and recommend, that the testimonial has grown to be recognized as a valuable form of advertising. We are in the habit of thinking of it as confined to medical advertising, but it isn't.

Its use is as wide as the employment of printing itself.

When a famous singer is quoted as declaring that "the Decker is the richest toned piano I ever sang with"—there's the testimonial ad. When the mayor of the city says: "The land about my house is so high and dry and sightly that I never expect to move from Blank street"—there it is in the real estate ad. When the local physician casually explains to the reporter that he is more busy this season than ever before since he came to the beautiful little city of Krisskross—there's the testimonial form introduced into the doctor's (free) advertising spite of ethical codes.

THE STRAIGHT AND NARROW ROAD.

The closer the average advertiser sticks to the newspaper, the fewer mistakes will he make.

The publisher who has an ax to grind usually overlooks the fact that the advertiser is furnishing the motive power to revolve the grindstone.

PEANUT SHELLS.

"Gimme 2 cents' worth of those peanuts," said the smooth-faced young man, walking up to the Italian vender in front of the postoffice. The Italian measured the peanuts out and at the young man's suggestion dumped them into the pocket of his coat. They went into the right-hand pocket, but the young man plunged his hand into the pocket on the left-hand side, and hauling out a nut, cracked it open and started to put the contents into his mouth. Suddenly he gave a loud exclamation, and then with apparent indignation, turned to the Italian and said:

"Say, John, what kind of peanuts do you call these?"

"They all right," protested the Italian.

"All right, nuthin'," said the young man. "Just look at this," and from inside the peanut that he had just broken open, he pulled a small piece of paper, neatly folded up. Unfolding the paper he read aloud:

"This is no shell game. Use the famous Bumm Bumm Shin Plasters."

"This is the worst bunco game that I ever ran against!" he exclaimed. "Take these peanuts back and keep them. I don't want the blame things," and with a rapid motion, he extracted a handful of peanuts from the same left-hand pocket, and, throwing them in with the Italian's stock, mixed them up, and went on his way, leaving the Italian gesticulating wildly, and making frantic efforts to explain.

This much was witnessed by a reporter, who decided forthwith that the young man was up to some game—an impression which was strengthened when he saw him approach another peanut vender and go through the same performance. So when the young man went on his way the reporter accosted him and asked him what the game was. Here is what he said:

"I make a living suggesting ways to advertise big concerns. The Bumm Bumm Shin Plaster Company wanted to reach the common people with advertisements of their stuff. So they send for me and ask for a suggestion. The peanut game was one I thought out a long time ago. The Bumm Bumm people thought it all right and were willing to put up good money. I had a couple of women open up a bushel of peanuts, fold up these little circulars, put them inside, and then, by the use of a very small quantity of paste on each shell, put them together again. I sold the meat of the nuts to a candy man and got more for them than I paid for the original bushel. I took the lot down to the office of the Bumm Bumm Company, and they were dead stuck on the game. They gave me a fat check, and that being the end of my contract, I hopped up with another suggestion. 'You can reach a lot of people with those things, just scattering them around the street,' I says, 'but I've got a better game than that.' Then I told them that for \$10 a day I would mix those fake peanuts up with the stocks of vendors, so that every man who bought peanuts on the street would be bound to get at least one of ours. Say, they were dead stuck on the game, and we closed at once. That's all there is to it."—*Chicago Inter-Ocean.*

ADVERTISING CAPITAL.

Many store managers may be likened to the ranch owner who complained that though he had herds of cattle he had not a single beefsteak. So many storekeepers boast of immense stocks, large stores, ample capital, famous name and other advantages and never mention a word of the many small things that interest and influence people. They fail to make advertising capital out of individual store features. Their advertising is somewhat like pudding without the sauce.

Learn your strong points—or the small things that will develop into features—then persist in impressing them upon the public mind.

Look about your establishment with the eyes of a customer and note the things that impress you—then go tell the public the very same thing. This and talking with patrons are excellent methods of securing advertising ammunition of the best kind.

Cultivate the reporter's "nose for news." Learn to recognize a good advertising point when you see or hear it. There may be events or things outside the store that may contribute to your fund, but those closest to the business are usually best.

The advertising manager who is able to see his store as others see it will never lack for advertising capital.

S. H. BUSSEY.

TWO CLASSES.

There are people who believe that advertising is a speculation, and there are others who insist that it is an investment. They are both right from their different standpoints. The discrepancy is accounted for by the different ways they advertise. Some merchants go into advertising as they buy a ticket in a lottery—with the idea that if they are lucky they may win a prize. Others put their money in advertising as they invest in real estate, mining stocks or government securities—with the firm faith that they can make a good percentage on their investment if they do it judiciously and with proper preparation and forethought. The latter class seldom fail.—*Wichita (Kan.) Eagle.*



THE EVENING PRESS.

IN WANAMAKER'S.

An interesting feature of the day's regime and one which graphically illustrates the close personal supervision which Mr. Wanamaker maintains over the business, is the daily report of the various department chieftains. At 6 o'clock all the heads assemble in his private office and present to him a carefully prepared and detailed account of the day's business, including each sale, the total receipts, the amount of stock remaining unsold, and the probable profits of the day's business. These reports Mr. Wanamaker scans rapidly and is able to tell almost at a glance whether the returns are satisfactory. He adjusts his eyeglasses, scans the report and in crisp, short sentences expresses his opinion and makes comments and suggestions. "Excellent!" "Very good!" "A decided improvement!" "Not quite up to your standard, Mr. Blank; what is the matter?" "A fine showing; evidently your new advertising plan was a winner, Mr. Smith!" "Rather unsatisfactory, Mr. Jones, not up to last year. You must improve your department somehow," are some of the comments he passes as he weighs the results. He never departs from his accustomed courtesy and even when the returns are notably unsatisfactory, never humiliates the department head by castigation in the presence of others. All his employees are personally devoted to him. —*Brooklyn (N. Y.) Eagle.*

IT'S STRANGE, BUT TRUE.

Paradoxical as it may be, the larger space I have in which to tell my story, the fewer words it takes to tell it. And the smaller the space the more words I must use. For example: Were I advertising a sarsaparilla with an unlimited space at my command, I should be perfectly satisfied to occupy a whole page with the words, "Wood's Sarsaparilla Cures. Get it from your druggist." The bold display, the large space, the air of certainty and conviction about the full page ad, are more eloquent and more persuasive than hundreds of fine type words, which no one would have the time or patience to read. But if my appropriation were limited, and I were compelled to use smaller space in fewer papers, I should feel that I must tell my story more fully and in greater detail. I should make my advertisement more argumentative in tone, depending on logic and rhetoric for the convincing, persuasive effect which larger space carries in itself without the extra words to help it out. —*The Imp.*

BOOKLETS OR READERS.

The advertiser is as much entitled to know the number of copies in which his advertisement appears as he would be to know how many booklets he received from his printer. He is paying to have his announcement placed before the public, and if he is doing business on business principles he should know approximately what it costs to reach each reader. —*Advertising Experience.*

MAKE READING NOTICES SAY NOTHING.

"Brown has by far the largest, finest and cheapest stock of liquors in town. Call on him when you want anything in the smoking line," is not half so good as—

"Brown has just received 1,000 Nickel Cigars, made from tender young leaves of the most delicate Porto Rican Tobacco. Flavor equal to any imported cigar. Luxurious, satisfying smoke for 5c. Try one."

The last notice tells what can be had at Brown's for 5c., while the first notice might apply to any cigar store on earth.

A fruit dealer uses this reading notice:

"Jones' is headquarters for fine fruit. Fresh shipments received daily. Largest and best stock in the city. Low prices."

It would have been better like this: "500 crates of the famous 'Georgia Beauty' Peaches received yesterday at Jones'. Largest, most luscious and unexcelled for cooking. 50c. per peck."

Make every reading notice give the public some real news of interest about your business.

TESTIMONIAL ADVICE.

If you expect a testimonial to do service in your catalogue for several years, it may be well to omit the date of the year. This makes it seem as recent as possible. If you make a leader of one or more testimonials, it will be advisable to let the original givers of such understand that you will reimburse them for any postage or trouble to which they may be put in answering personally letters of those that may write them for verification. There is nothing objectionable in your doing this, but the arrangements must be bona fide; that is, the testimonial should not have been given originally for the purpose of the writer's securing payment for labor in answering any inquiries that it may induce. If you intend to publish a testimonial extensively, better be sure that it has a good source. Sometimes the letters of praise written to advertisers emanate from the village ne'er-do-well. —*Secrets of the Mail Order Trade.*

SAYING AND THINKING.

If people say as much in their advertisements as they think they say, there would be plenty of wisdom lying around loose. —*C. V. White.*

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

ADVERTISEMENTS for the paper with largest local circulation in Charleston, S. C. — THE EVENING POST.

WANTED—Uncancelled Canadian stamps and printed post cards. JOHNSTON & McFARLANE, 25-27 Park Row Bldg., New York.

WANTED—To sell at low figure a growing farm paper property worth double price asked. No better opening in the South for a hustler. E. E. ADAMS, Lebanon, Tenn.

GENERAL designers and good lettering artists are wanted by large Phila. engraving house. Specimens, age and salary required to EUGENE HURTH, 328 Walnut St., Philadelphia, Pa.

ADVERTISEMENT for the EVENING POST

A RARE opportunity for a live, active newspaper man, capable of handling the details of an established publication doing a large and profitable business and about to increase its facilities. Address "RARE OPPORTUNITY," care Printers' Ink.

WANTED—A business manager and financier, with \$25,000, to buy an interest in one of the oldest, best established and best paying monthly publications in the United States. A chance of a lifetime. Address "CHANCE OF LIFETIME" care Printers' Ink.

MISCELLANEOUS.

SPECIAL—100 circulars mailed with our cash orders, 8c. P. I. STRINGER CO., Olney, Pa.

MAILING MACHINES.

THE BEST, a labeler, '99 pat., is only \$12. REV. ALEX. DICK, 43 Ferguson Ave., Buffalo, N. Y.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC EN GRAVING CO., Youngstown, Ohio.

PRINTERS.

1,000 CIRCULARS to fit 6 1/2 envelope, print ed to order and prepaid, 8c. Sam ples. EDW. R. GARDNER, Atlantic, Iowa.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BERT MANUFACTURING CO., 614 Park Row Bldg., N. Y.

SUPPLIES.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

NEWSPAPER FOR SALE.

WELL equipped newspaper plant, including new office building and lot. Good location in Northwestern Iowa. Good business. Address "G." care Printers' Ink.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising wanted and to let. What have you or what kind do you wish to hire of? THE MEN OF LETTERS ASS'N, 595 Broadway, N. Y.

ADVERTISING INSTRUCTION.

LEARN to write advertisements. We teach you this modern, fascinating and money-making business by mail, practically, successfully. Highly indorsed. Good demand, big prospects. Send for free prospectus. PAGE-DAVIS CO., Suite 2, Medinah Temple, Chicago.

NEWSPAPER METALS.

IF your stereotype, linotype, monotype or electrotypes metal is all run down, played out—out of temper—let E. W. Blatchford & Co. prescribe for it. They'll furnish a temper that'll tone it up and put it in a healthy, serviceable condition. E. W. BLATCHFORD & CO., Clinton & Fulton Sts., Chicago. "A Tower of Strength."

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 790-11th St. price catalogue free. S. P. MYERS CO., 48-50-52 Maiden Lane, N. Y.

PREMIUMS—If you are using or going to use guitars, mandolins, banjos, violins or any goods of a musical nature, send for our catalogue and prices. We can give you some valuable suggestions and save you money. A. O. & E. C. HOWE, Manufacturers and Jobbers, 904 Bay State Bldg., Chicago, Ill.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued June 1, 1900. Price, five dollars. Sent free on receipt of price. GEO. F. ROWELL & CO., 10 Spruce St., New York.

NEWSPAPER BARGAINS.

ONE of the greatest opportunities in New England States—a weekly and job plant—practical monopoly—profit \$2,500 a year. Must be sold quick. \$3,000, or more, cash required. The first newspaper man who sees the property and appreciates business situations will own it. Dailies and weeklies in 38 States. Send for my special list. Any reliable properties for sale, "David" knows about them. What do you want?

Wanted—by clients—reliable daily and weekly properties in the East and West. C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

ADDRESSES.

CREATE business without expensive newspaper advertising. Use Carter's Classified Addresses. Only house in the world furnishing names not to be found in directories. Have you a remedy for cancer, catarrh, deafness, dyspepsia, kidney troubles, nervous troubles, rheumatism, skin-diseases, etc.? Do you want agents to sell your goods from house to house? We have America's population classified according to afflictions, occupation or condition. Can address your envelopes or wrappers. Capacity 100,000 daily by expert copyists. Prepared to furnish any class of names, envelopes or wrappers, plain or printed, address the latter and attend to mailing if desired. State specifically what you have to sell, how you want to sell it. We will reply by return mail with full information that will make your business a success. FRANK E. CARTER, 12 EAST 42d ST., N. Y.

NEWSPAPERS FOR SALE.

IN Ohio, a number of good dailies. Best of references, however, required. E. P. HARRIS, 150 Nassau St., New York.

NEW JERSEY Weekly, near New York. Price, \$6,500. Good business and profit. E. P. HARRIS, 150 Nassau St., New York.

COUNTY Seat Daily in Dakota, making \$5,000 a year, besides manager's salary. Plant inventory, \$25,000. \$10,000 cash necessary. E. P. HARRIS, 150 Nassau St., New York.

PENNSYLVANIA Daily, Independent Republic, in city of 15,000. \$8,000 required. Paper will pay for itself in four years. Real estate, owner good salary. Mergenthaler plant in a good plant, in a thriving district. E. P. HARRIS, 150 Nassau St., New York.

ADVERTISING NOVELTIES.

AD-PAPEL WALLET. Write to CHICAGO ENVELOPE CASE CO., Niles, Mich.

TRICYCLE wagons for merchants, \$40; net to suit. ROADSTER SHOES, Camden, N. J.

HIGH-GRADE advertising caps and liveries for employees of business houses. Write for our free illustrated booklet. THE PETTIBONE BROS. MFG. CO., Cincinnati, Ohio.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

NEWSPAPERS seeking a circulation persuader will find our series of portraits of the Presidential candidates the best and cheapest thing that they can get. Cheap enough to be used as a Sunday supplement—good enough to be sold at ten cents each with a coupon. McKinley, Bryan, Roosevelt and Stevenson, each 14 1/2 x 20 1/2, in the natural colors of life, from the latest and most approved photographs. Price from 1,000 to 10,000 only \$9 per thousand. Discount on larger orders. We also have all sizes of art supplements for Sunday papers and premium pictures for dailies and weeklies, produced on the new multi-color lithographic press, the rapid work of which enables us to sell them at half the price of anything you ever bought of a similar size and quality. AMERICAN LITHOGRAPHIC CO., Publication Department, 190 St. and 4th Ave., New York.

BOOKS.

A POSTAL CARD will get our wine cookery book and price list. If you like good things to eat and drink send for it. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

"STORE RULES."
"FROM CREDIT TO CASH."
Formerly 50 cents.
Now 10 cents.
Just to make them more faster.
CHARLES AUSTIN BATES,
Vanderbilt Building, New York.

HOW to make money by selling goods on credit through the mails, best methods of selling medicine by post, revenue and postal laws, how, when and where to advertise, where to buy, guide for making quick selling specialties, how to stop pilfering of your mail, how to get foreign trade, most successful indexing systems, how to handle complaints; also hundreds of other important pieces of knowledge for the prospective mail-order dealer will be found in "Secrets of the Mail Order Trade." This practical volume, the only one of its kind, will be sent postpaid for \$1, and if it doesn't surprise you with the information it contains send it right back and get your dollar. SAWYER PUB. CO., Temple Court Bldg., New York City.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

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THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE EVENING POST, Charleston, S. C.

THE best advertising medium in Charleston, S. C., is THE EVENING POST.

THE EVENING POST, of Charleston, S. C., claims the largest local circulation.

THE official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

ADVERTISE in the IOWAN. 50c. per inch. The IOWAN, Burlington, Iowa.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, Newmarket, N. J., 2c. line. Circ'n 4,500. Close 24th. Sample free.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively in THE EVENING POST.

A WEB perfecting press, linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,653 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

THE EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 300 inches, \$60; 500 inches, \$90; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. F. KOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 108 Spruce St., New York. Service good and prompt.

FOR SALE.

STONEMETZ perfecting press and stereotyping machinery, 8,000 per hour, four or eight pp. cheap; \$800. ENTERPRISE, Brockton, Mass.

FOR SALE—A leading 16-page Southern farm journal located in city of 100,000. Good business. No plant. Fine opening for good man. Excellent location. Will sell cheap or will lease. E. E. ADAMS, Lebanon, Tenn.

NOW for sale: One cylinder press, job press, proof press, paper cutter, wood and metal type, office furniture and fixtures, such tools and implements as are incidental to printing offices. For full particulars inquire of W. V. DOLPH, Montour Falls, New York.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING CONSTRUCTORS

SMALL ADS made strong. GEORGE H. HAYWOOD, 9 Amity, New London, Conn.

ILL write 3 good ads, any size, for 25c. Send data. GREENE THE ADMAN, Oil City, Pa.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Bklyn.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

FOR \$1. Others charge more—that's their business. This is my business. I'm satisfied and can satisfy you. W. B. POWELL, Sun, N. Y.

AN attractive cut makes the small ad stick right out from the page. I sell this kind at 16 cents each. Write me about them. CHARLES AUSTIN BATES, Vanderbilt Bldg., New York.

YOUR business letter heading, printing on your wrappers, the notices you send out, all have an influence, good or bad, upon the people who may become your customers. I make a specialty of this work. Can I help you? J. T. ALLINSON, Yardville, N. J.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

SELL syndicate cuts for retail ads at 15c. each. I sell 52 ads and 52 cuts for \$18.

I prepare these ads and cuts for every important branch of business.

I give the merchant the privilege of selecting what he pays for.

I send 20 bright, crisp, business-pulling ads from which to choose.

If he does his own choosing he is bound to be satisfied.

There are 2,500 satisfied merchants using my service.

I send proofs of 20 cuts of new and attractive design.

The merchant orders from these proofs and pays for just what he orders.

I do not keep these cuts in stock. I have not a lot of old ones on hand that I want to work off.

Every order I receive is turned over to my electrotypist, who makes them up new.

I have not told you all there is to tell about this service.

Write me just a postal.

CHARLES AUSTIN BATES,
Vanderbilt Building,
New York.



Copyright 1900 by Keppler & Schwarzmann.

An Education.

MICKEY—"What yer doin', Mudder? Lookin' at de adver-toisements?"

MRS. MULCAHEY—"Yis; if it wasn't for roidin' in the kyars Oi'd niver know there was half as many things to ate an' dhrink."

Mrs. Mulcahey was right and she might have added: "Things to wear," "Places to go," "The best way to get there," and innumerable other announcements covering almost everything wanted by the prospective buyer.



Puck is the greatest of illustrated weeklies and its articles have a happy faculty of "hitting the popular fancy." Everybody reads the Street Car Ads; question those who deny reading them and you will find they can call off a dozen that they perforce remembered.

Now, if it's good for those already utilizing this medium, it's good for you, providing you do it right. You need

The proper cars!

The proper display!

The proper treatment!

We can guarantee it all, as being the largest concern in the Street Car and Elevated Railway Advertising business in the world, likewise the oldest established and controlling by direct lease over twice as many cars as anybody else, devoting our entire time to this one business exclusively and having facilities none other possess, you will readily decide where to place your appropriation.

GEO. KISSAM & CO.,

253 BROADWAY, NEW YORK,

13 Branch Offices.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:
Classified advertisements 25 cents a line; six words to the line; pearl measure. Display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
LONDON AGENT, F. W. SEARS, 50-52 LUDGATE HILL, E. C.

NEW YORK, JULY 25, 1900

THE Philadelphia *Record* prints a six-page folder showing the excellent results achieved by corset manufacturers through use of its advertising columns.

MR. ARTHUR LAMALICE, who for four years was advertising manager of *La Presse*, of Montreal, bringing to that newspaper an enormous amount of business, has accepted a similar position on *Le Journal*, the new and only French morning daily in the city. Mr. Lamalice intends to make it a fine newspaper property; those who know him have no doubt of his ability to accomplish what he has in mind.

THE newest "PRINTERS' INK baby" is called *Information*, and is published monthly at \$1 a year by the Wheatley Company, Temple Court, New York. In the initial issue Curtis P. Brady of *McClure's Magazine* writes of the "Modern Magazine," E. A. Wheatley on "Catalogue Building," Alfred Meyer on "Mail Orders," Oscar Herzberg on "Newspaper Advertising," Sam W. Hoke on "The Modern Billposter," and others equally well known on subjects equally interesting. Mr. Wheatley, the editor, is to be congratulated upon producing a periodical that is typographically as fine as it is high class in other respects.

PRINTERS' INK offers a sterling silver sugar bowl, suitably inscribed, to the weekly giving advertisers the best service in proportion to the price charged. The prize will be awarded after giving due consideration to every claim put forward. Every weekly that believes itself eligible in this connection is invited to set forth the facts in a letter to the editor of PRINTERS' INK. It is the present intention to print all such letters having the shadow of an excuse for their existence, in the columns of PRINTERS' INK.

THE Retail Dealers' Advertising Association of the De Soto Building, St. Louis, is a combination of grocers whereby each individual grocer may secure the writing, printing and distribution of 500 weekly fac-simile typewritten letters of business facts and prices for \$2.50 a week, only one dealer in a locality being allowed the privilege. To general advertisers the company offers to distribute twenty thousand circulars or samples in connection with the grocers' letters, at \$1.25 per thousand. The price does not seem too high.

AN interesting competition has been inaugurated by the Rochester Optical & Camera Co., of Rochester, N. Y. That concern offers four cameras, aggregating in value one hundred and five dollars, for the best criticisms of its advertising offered by advertising men. The following conditions will throw some light on the contest:

1. Criticisms must show some features in our current advertising that could be improved upon, and must suggest how to make these improvements.
2. The value of these criticisms must, and their status in this contest will, depend upon the value to us of these suggestions for improvement.
3. Criticisms may be of a single ad, or of a series of ads, or of our catalogues and other printed matter.
4. The value of these criticisms will also depend upon the familiarity of the contestant with the merits of our cameras. He should first familiarize himself with their points of superiority by using them, although this is not a necessity.
5. Each contestant may submit as many criticisms as he desires.
6. All criticisms for this contest must be received by us before October 1, 1900. We suggest that criticisms be sent each month until that time.

A TRADE journal ridicules the expressions "No trouble to show goods" and "Money cheerfully refunded," so often seen in trade advertisements. Few salesmen, it says, act as if the first statement were true, when no purchase results from an exhibition of articles asked for; and as for cheerfulness when money is refunded, it expresses its doubts as to the presence of that desirable mental state under the conditions specified.

FRANCIS TRUTH, the "Divine Healer," who was arrested some time ago, charged with using the mails for fraudulent purposes, pleaded guilty to seven indictments July 10, and was fined \$2,500, on five of the indictments, the other two being placed on file. In the event of his engaging in any other unlawful business, the extreme penalty will be imposed upon him in the remaining two cases. Truth advertised widely through the newspapers to cure all kinds of diseases, through "divine power," which he claimed to possess, and the largest part of his business was done through the mails, by means of what he called "the absent treatment." His advertising brought him thousands of answers and thousands of dollars in cash; indeed, at the time of his arrest he was just beginning to realize returns from heavy investment in advertising space. The letters which had been seized, pending the settlement of the case, of which there are seventeen bags at the postoffice, or about 60,000, each supposed to contain \$5, will doubtless be returned to the writers as soon as orders to that effect are received from Washington.

A FREE ADVERTISING MEDIUM.

Every merchant's front window is a free advertising medium. It always occupies a preferred position. The public is constantly brought in contact with it, for it is continually staring the public in the face. The merchant is obliged to have the light, so as an advertising medium it costs nothing but a little time and thought, and it brings greater returns for the investment than any other method of advertising. No merchant, however strongly he may insist that he does not believe in advertising, but what is contradicted by his front windows.—*Michigan Tradesman.*

WANTS SUGGESTIONS.

Office of "News,"
MANASQUAN, N. J., July 17, 1900.
Editor of PRINTERS' INK:

How can I collect a bill of the Sterling Remedy Company, proprietors of Cascarets? They owe me \$9 for advertising and totally ignore my bills. The bill for a previous contract was given to a collection agency, which charged me twenty-five per cent for collecting. This cuts our pay for advertising too low. Can you make any suggestions?

Yours truly, THEO. F. HULTS.

The Little Schoolmaster is still wondering how the commission of twenty-five per cent paid to the collection agency could have cut the pay for the first advertisement in two; evidently they have another way of calculating in Manasquan. As to suggestions in regard to securing the amount of the present bill by a different method, PRINTERS' INK is wholly at a loss. Cascarets are said to work while you sleep, but here their proprietor is accused of having worked the publisher of the Manasquan *News* while that publisher was awake.—[EDITOR PRINTERS' INK.]

ONE POINT MADE CLEAR.

SODUS, N. Y., July 13, 1900.
Editor of PRINTERS' INK:

In your issue of July 11 you reproduce an advertisement of the Union Traction Company from the Chicago *Times-Herald*, prepared by H. L. Beach. It always seems to me that an illustrated advertisement is more effective when the illustration is true. It may be customary in Chicago to stand on the left side of the tracks, when hailing a car, but if it is so it is one of the things I failed to notice while there. Certainly it is not the custom in the Eastern cities of my acquaintance. Yours respectfully,
G. R. MILLS.

Mr. Mills' letter makes clear at least one point—that he has been in Chicago.—[EDITOR PRINTERS' INK.]

THE FIFTH SUGAR BOWL.

A letter from *Collier's Weekly* in regard to the Fifth Sugar Bowl is printed in the department "Circulation* and Other Puzzles," on page 45.

THE USE OF CAPITAL LETTERS.

The use of capital letters for display is a mistake. The eye is trained to read lower case, and a sentence can be grasped quicker when so printed.—*Advertising World.*

CIRCULATION AND OTHER PUZZLES.

Some questions that tend to make the editor of the
American Newspaper Directory prematurely gray.

\$5,000 OFFERED.

SAN FRANCISCO, July 2, 1900.

Editor American Newspaper Directory:

I have yours without date inclosing page sixty-seven of your catalogue by States, in which the *Examiner* is rated. You ask if it is satisfactory. I beg to reply it is not. You will please amend by stating that the actual paid average circulation of the Sunday *Examiner* for 1899 was 100,161, and the actual average paid circulation of the Sunday *Examiner* for the month of January 1900 was 103,329; February 1900 was 107,363; March 1900 was 103,354; April 1900 was 105,417; May 1900 was 103,131; June 1900 was 105,872.

Also, amend by correcting the weekly as follows: The actual paid average circulation of the weekly *Examiner* for 1899 was 85,203, the actual average circulation in 1900 so far being as follows: January, 86,014; February, 86,600; March, 86,130; April, 86,911; May, 87,550; June, 88,050.

Please remember that this is paid circulation, all copies for exchanges, advertisers, employees and charity being deducted therefrom.

We are very anxious to get the question as much before the public as possible, and to that end will pay the New York Co. the sum of \$5,000 cash if you will send a competent accountant to examine the circulation of the *Call*, *Chronicle* and *Examiner*, and will publish the result of your investigation. As a special inducement to the editor of the *Chronicle* to open his books to you, which he has never done to any one yet, we will wager the editor of the *Chronicle* any part of the sum of \$10,000, at odds of two to one, that his circulation is not within 17,000 daily average of what he swears to in the American Newspaper Directory; proof of this to be shown by Mr. de Young opening his books for examination by a competent accountant, and both the *Examiner* and *Chronicle* agreeing to publish the result of said accountant's investigation.

As a rule, we have not got much time to spend bothering about our neighbor's business, but the ratings of some of the California papers are ridiculous. For instance, the San Francisco *Chronicle*, weekly, is credited with over 20,000. Postoffice receipts on file at Washington show that it does not print and sell 13,000. In 1899 the *Chronicle* claims an actual average of 32,041. Postoffice receipts on file at Washington show a circulation of less than 13,000. The weekly *Post* is credited in 1899, Y. H. It is a small matter perhaps to object to, but their circulation isn't 400 copies.

The daily *Chronicle's* claim of 78,921 for the daily is so ridiculous that every one here laughs at it. We will agree to give the editor of the *Chronicle* one dollar for every paid subscriber he has got over 60,000 if he will agree to give us twenty-five cents for every one he has got less than 78,921.

Yours very truly,

T. T. WILLIAMS,

Business Manager the *Examiner*.

In answer the *Examiner* was informed by the Directory editor:

It is a publisher's privilege to have the circulation rating of his paper brought up to date in the quarterly editions of the American Newspaper Directory by filing with the editor of the Directory a detailed statement of circulation covering the entire twelve months just past.

This the *Examiner* people have failed to do since October, 1899. That they know how to prepare a statement is shown by the fact that they have sent in one in due form and with great regularity for many years, but they seem to have suffered from a paralysis since October, 1899.

Concerning a circulation statement for his weekly, the following communication was sent to the *Examiner*:

In answer to your recent communication, the inclosed form for a circulation statement is sent. If a correct circulation rating in the American Newspaper Directory is desirable, we trust that you will take the necessary steps to enable the editor of the Directory to give you one. Address reply to editor of American Newspaper Directory.

The same reminder was needed by the *Examiner* man for his Sunday issue. In times past the *Examiner* was particular to furnish statements for the weekly and Sunday editions, but has omitted to make them in correct form since 1897, for what reason is not known to the Directory editor.

The editor of the Directory is not quite certain who is referred to by the name: The New York company, to whom the *Examiner* is willing to pay \$5,000 for an examination of the circulation of the

Call, Chronicle and Examiner, but a part of the phraseology a little further on almost leads him to think he might himself be the "company" referred to. If that is so he will see what he can do to induce the Association of American Advertisers to attempt the task. He regrets that the subject was not brought up a few months ago when the sen or publisher of the Directory was in San Francisco and visited all the offices named. The circulation of the weekly *Post* is doubtless over-stated by the Directory in the absence of any statement on the subject from the office of the *Post*. To refrain from sending a report when the Directory is rating a paper too high is journalistic human nature.

A QUESTION OF QUALITY.

Office of "BAKERS' HELPER."
CHICAGO, June 28, 1900.

Editor *American Newspaper Directory*:

Will you kindly inform me what steps are necessary to put you in possession of information required for the sign ☉? I receive so many expressions of satisfaction from our advertisers, and so little is said by them about circulation, that I am interested in this rating sign, and would like to have it applied if entitled to it.

Yours truly, H. R. CLISSOLD.

The signs (☉) in the above letter, when applied to a paper in the *American Newspaper Directory*, indicate that advertisers value the paper so marked more for the class and quality of its circulation than for the mere number of copies printed. Among the old alchemists gold was symbolically represented by the sign ☉. As far as the editor of the Directory can ascertain there seems to be no conclusive argument against the eligibility of the above applicant to the coveted distinction. It seems to be the oldest paper of its class, exclusively devoted to the baking trade. It has made its circulation known to advertisers regularly and is well patronized. Considering these qualities and the character of the publication, the Directory editor thinks the *Bakers' Helper* entitled to the distinction it covets and will so mark it in his forthcoming edition, in the absence of evidence justifying a different decision.

A FAULTY METHOD.

Office of "COLLIER'S WEEKLY,"
NEW YORK, July 11, 1900.

Editor of PRINTERS' INK:

I note your statement that the circulations credited to the different publications eligible to win the Fifth Sugar Bowl have been based on circulation quotations from the *American Newspaper Directory*.

I am inclosing copy of detailed sworn statement of the net paid circulation of *Collier's Weekly* for the year 1899 and for the first three months of 1900. This statement is being sent to the *American Newspaper Directory* for their September issue.

I beg to call your attention to the clean-cut manner in which *Collier's Weekly* states its circulation. Yours truly, CONDE NAST,
Manager Adv'g Dept.

CITY, COUNTY

AND

STATE OF NEW YORK.

S.S.

MAY 24, 1900.

We, P. F. Collier and Robert J. Collier, publishers of *Collier's Weekly*, being duly sworn, do depose and say that the actual paid average weekly circulation per month of *Collier's Weekly* for the year 1899 and for January, February and March of 1900 was as stated below.

The figures submitted in the first column exclude all copies sent to exchanges, all copies sent complimentary, all copies sent to advertisers, all copies returned by any and all news companies or news dealers, and in fact include only copies for which cash was actually received by us.

The figures given in the second column include copies sent to exchanges, copies sent complimentary and copies sent to advertisers, but do not include sample copies.

1899.	(1)	(2)	Total.
January.....	176,907	5,200	182,107
February.....	178,687	5,350	184,037
March.....	182,264	5,350	187,614
April.....	188,480	4,950	193,430
May.....	187,684	5,355	193,039
June.....	188,668	5,357	193,425
July.....	182,398	4,945	187,343
August.....	179,627	5,357	184,984
September.....	176,560	5,360	181,920
October.....	181,308	6,112	187,420
November.....	183,986	6,112	190,098
December.....	193,237	5,380	198,617
			2,264,034
			188,669

Average per week.....

1900.			
January.....	185,787	5,200	190,987
February.....	192,409	5,200	197,609
March.....	207,210	5,200	212,410

* Return privilege of News Company is limited to two months.

ROBERT COLLIER,
P. F. COLLIER & SON.

Sworn to and subscribed before me this 24th day of May, 1900. JOHN T. FENLON,
Notary Public New York County.

The correspondence printed above exemplifies one of the difficulties under which the editor of the *American Newspaper Directory* occasionally labors when favored with circulation reports. *Collier's Weekly* is a weekly, yet the foregoing circulation statement attempts to make public the fig-

ures for each month, but not for each week. Such a statement falls under the following rule adopted by the Directory editor:

When a publisher states what has been his average circulation for the past year, and the statement is made definitely and is fully signed and dated (but without giving the exact figures of each issue), his report fails to entitle him to the rating he appears to claim, because the editor of the Directory ought to see the figures by which the result was arrived at, so that he may know that the calculation was made with accuracy. No publisher can tell what his average circulation has been without first having caused the figures to be set down and the necessary calculations made; and when that has been done, he may just as well send the figures for examination, and to be placed on file at the office of the Directory. A mistake may have been made which a glance would reveal.

It is possible, perhaps probable, that the average for each month, as well as the average for the entire year, is correct; but to accept the figures would be an injustice to those publishers who have submitted the figures for each issue and allowed the accuracy of the average arrived at to be determined. There may not be any nigger in Collier's woodpile; but the peculiar manner of indicating the average output tends to give the impression that somewhere among the lumber a colored man lies concealed. Strength is added to this impression or misgiving by the circumstance that the editor of the Directory has not received a satisfactory circulation statement for this paper since 1897 and the faulty statement here criticised has not been sent to him at all.

WANTS A GENERAL INDEX.

Office of

"THE ADVERTISERS' REVIEW,"

LONDON, W. C. June 21, 1900.

Editor American Newspaper Directory:

When reviewing your Directory we mentioned that the addition of a general index would be an improvement which would make the book perfect. Our opinion of the want of this has been confirmed, for in a recent issue of *PRINTERS' INK* there was an article quoted from *Chautauquan* which we naturally conclude is an American paper. The Directory, however, is no assistance to us to find out the place of publication. If you had an index even in the smallest possible type showing on what page the information about the paper occurs, we should have been able to ascertain what we wished to know. At present we can gain no information about a paper of which we know only the name, but not the place at which

it is published. Please do not think we are grumbling at your Directory, which we consider a wonderful publication, but we simply make a suggestion of what we consider would be a valuable addition to it. Yours faithfully,

ERNEST S. DAY.

The editor of the American Newspaper Directory has favored the adoption of such an index or list, to contain in alphabetical order the names of literary and class periodicals and magazines, but not publications known as newspapers, and identified with the locality where published. For instance, when reference is made to the *New York Herald* or *Baltimore American*, no one thinks of referring to them without mentioning the city to which they belong except perhaps the people who live in the same city. But in the case of the *Century Magazine*, *Congregationalist*, *Ladies' Home Journal*, *Chautauquan*, *Plumbers' Trade Journal* and others, the name of the place of publication is rarely used in connection with the title and hence the apparent need of some guide to enable the user of the Directory to trace them in the book by reference to a list of titles. There are between six and seven thousand such periodicals in the United States and Canada.

But the editor of the Directory is controlled by the publishers of the Directory and these people have persistently sat upon the Directory editor's scheme, alleging:

First—No one would attempt to trace a paper by application to such a list.

Second—Most who did would fail to identify there the particular paper sought by the name had in mind.

Third—Nearly everybody would criticise the arrangement as faulty—and prove it so.

Fourth—Twelve persons suggesting a change of plan would be likely to suggest as many as a dozen different schemes, no one perfect, and no two agreeing.

The editor of the American Newspaper Directory is not at present in a position to assure his English correspondent that the adoption of such a scheme is in sight, but he hopes the Directory publishers may eventually experience an unexpected change of heart.

SOME so-called advertising experts resemble bass drums—they make a lot of noise, but there is nothing in them.

SCHEMES AND NOVELTIES.

A TALK WITH MR. KATHRENS ABOUT THE ADVERTISING DEVICES THAT ARE OFFERED TO THE PABST COMPANY, AND PROBABLY TO EVERY OTHER LARGE ADVERTISER.

"There is the most daring advertising scheme we have ever adopted," remarked J. B. Kathrens, the advertising man of the Pabst Company, as he stepped back in his chair and pointed to a picture in a gilt frame that hung on the wall. "Those pictures are to be found in the dining rooms of some of the finest residences in the country."

The advertising man contemplated the work of the artist for several minutes in silence. Then he added:

"A picture of still life! There is nothing in it to suggest the advertisement but the blue ribbon on those three bottles of beer, and the label that is so small that you have to examine it closely to see what it is. There is the plate of 'blue points' with the piece of lemon to make them more appetizing, the glasses filled with the foamy beverage, and the bottles. The latter would not be complete without the label, and yet the label is in no wise conspicuous."

"You must have a large number of advertising schemes placed at your disposal," suggested the representative of the *Sentinel*.

"This is the repository of the genius of the civilized, and, I may say, half civilized world for that matter, in the way of advertising devices," answered Mr. Kathrens. "When one gets up any sort of a novelty which he thinks will be a 'go,' his first idea after getting it into shape is to try it on the Pabst Brewing Company."

"Now here is a miniature dice box with five little cubes in it, intended for a watch charm. It is a neat little metal contrivance, without any particular virtue as an advertising medium, but it was designed by a Jap and sent to us from the far-off Orient."

"Here again is a mouth organ, made entirely by hand. It must have cost the designer \$15 to get it up. The advertisement is on

the case. It comes to us from Austria."

As Mr. Kathrens finished speaking "sonorous blasts of brass and tinkling symbol" came floating into the room, followed by cheers upon the street in front of the big brewery. Calling to a young man in the next room, he inquired:

"Have you taken those things down yet?"

Having received an affirmative answer, the advertising man resumed:

"This is one of the few opportunities we have of working in the novelty advertising feature. Those men out there are the delegates to the Painters and Glaziers' Convention. They have adjourned their session for the purpose of making us a visit. We shall give them a nice lunch, and present each with a souvenir book of views of the brewery, a matchbox and a pack of cards. When the delegate returns to his home he will produce the matchbox, exhibit it to his friends, and declare:

"'Capt. Pabst gave me that when I was up at the big brewery in Milwaukee.'"

"Now here is a peculiar little figure known as a Muncherkindl, a little rubber image of a German brewer with a jug of beer under his arm. The purpose is to fill it with perfume. By squeezing it the perfume comes streaming out of a little hole at the top of the jug. This contrivance was also designed by a Japanese, who sent it over for our approval."

"Here we have a neat little contrivance for perforating bank checks with the amount for which they call. It operates just as well as the more cumbersome perforators that are fastened to the desks in the counting room, although this fits into the vest pocket. Ingenious and handy as it is, you can see at a glance that it is not available for our purposes."

"Puzzles! Hundreds of them. Here is one. The map in this little round box represents the Philippine archipelago and Manila Bay. Those eleven red balls, by a stretch of the imagination called for by the inventor, represent

the Spanish fleet, and the seven blue ones are the vessels commanded by Admiral Dewey. The trick is to sink all the Spanish boats in the little round hole in Manila Bay without letting any of the American boats go down with them. Here is the Admiral Schley puzzle. The bottle in this glass case represents Santiago Bay, I suppose, and this little bulb of quicksilver Cervera's fleet which was bottled up down there. The trick is to put the quicksilver into the bottle. If it strikes the mouth of the bottle it separates into little globes and scatters off in all directions.

"Here is the hat brush which fits into the sweatband of the hat, the brush part being up in the crown where it will cause no inconvenience. We have an endless variety of corkscrews, not larger than a lead pencil some of them, and others about the size of an ordinary pocket knife, which can be closed up and carried in the pocket without inconvenience, and yet they are strong enough to pull any cork that was ever set in position. Here is a sun-dial made of aluminum with a magnet attached. Place it in a basin of water and it will by reason of the magnet adjust itself to the points of the compass and register the correct time for you on the little scale as the sun traverses the sky. Here is the same thing made of cork.

"It would take a month to go through this collection in detail. Here is a cake of transparent soap with the brewery trade-mark in the center, rather dingy as it appears now, but just throw it into a bowl of water and it lights up beautifully. Here is a gypsy fan, a mathematical problem worked out by means of which you can tell the age of any one who will give you a starter. Just look at the thousands of little holes and the martialing hosts of figures. Here is a butterfly in beautifully blending colors, with a common burr such as we find growing wild along the sides of the country roads. By throwing this at a person it will stick to his clothing if it gets half a chance.

"Here is a blue pencil in a

metal case modeled after the modern cannon with which our warships are armed. Here is a firecracker, or at least a good imitation. You place it on a table, light the fuse, watch the women folks scream and scamper away. When it fails to explode some one is sure to come back and make a critical examination to find why it failed to explode, and finally some one will pull out the fuse, and in doing so will draw forth the ad.

"Here are pocket mirrors, innocent looking articles in which you can admire your features to your heart's content, but if you hold it so that the light will shine through it you will discover Capt. Pabst looking down at you, or be confronted with the brewery trade-mark.

"We turned them all down, as gently as possible. They were not available. I do not believe there is much in these novelties as an advertising medium. I believe in printer's ink. However, we have just received a carload of these. (Holding up a little book the contents of which was made of matches.) We have distributed about 15,000,000 of these, and have obtained a price for them that makes the cost about the same as an ordinary business card. During the war with Spain we distributed more than 1,000,000 little red, white and blue rosettes with our advertisement on the back of the button by which they were fastened to the coat of the wearer.

"That hanger there, representing 'Health and Beauty,' which we use in connection with the Best Tonic, is said to be the finest lithograph turned out during the present year. The original cost is \$200. That beauty with the glass of beer in the original cost \$150. These are a few of the advertising designs that we have accepted, but I believe that we shall eventually get away from this sort of devices, and employ only those means for reaching the people which will insure a quick return, and that will be by means of the newspapers and other popular publications."—*Milwaukee (Wis.) Sentinel.*

(Continued from page 30.)

for first six months of 1897 at 6,295; but in the following year indefinite facts only were reported, which took it back to an H rating—or exceeding 2,250—and even of this the Directory editor expresses doubt in 1899. The Great Falls *Tribune* has since 1896 been in the habit of sending detailed circulation statements and is rated at 1,832, about 500 increase over its figures for 1895. The Helena *Herald* secures a letter representing an estimate of exceeding 1,000 copies, with which it has been favored since 1898. The Helena *Independent* asserted no less issue than 5,700 in 1895; perhaps this was a high-water mark, for nothing definite has since come to hand and it is now rated in the class with the *Herald*. In the opinion of the writer, however, the Helena *Independent* is next to the Anaconda *Standard* in importance to the advertiser who seeks Montana trade.

NEBRASKA.

Three daily papers in Nebraska get credit for an actual average issue of more than 2,250 copies. They are: *Nebraska State Journal*, of Lincoln; *Omaha Bee* and *World-Herald*. The *Bee* and the *World-Herald* have about equal circulation, the latter being a few hundreds in advance. They each print somewhat in the neighborhood of 25,000 copies and both make it a practice to furnish regularly to the Directory annual statements of exact issue. The *Bee* on one occasion, by an alleged inadvertence, furnished the Directory with a circulation statement that was afterwards proven to have been untrue. The *Bee*, a morning daily, is sold for five cents a copy; and costs subscribers \$6 a year or, including Sunday, \$8.25; the *World-Herald* appears in the afternoon; is sold for two cents a copy, or by the year, including Sunday, \$4. Perhaps the *Bee* is a little better known and more influential than its competitor, although neither should be selected by an advertiser to the exclusion of the other. *Nebraska State Journal*, of Lincoln, so far back as the record ex-

tends, appears never to have furnished the Directory with a circulation statement, and there may be no sufficient reason for doubt that the last estimate issued of exceeding 2,250 is as high as the facts will warrant. It was the manager of the *Journal* who detected the false circulation statement of the *Omaha Bee* some years ago and collected the \$100 reward at that time offered for such service. A similar reward was also paid for the detection of indulgence in the same reprehensible practice by the *Call*, an evening paper published in Lincoln. Such circumstances perhaps tend to make a truthful newspaper man hesitate about placing himself on record in circulation matters from a natural fear that a carefully prepared, truthful statement might place him at a disadvantage with competitors not so painstaking and scrupulous.

NEVADA.

Not a single newspaper in Nevada gets credit for an issue of as many as 1,000 copies. There are eight dailies in the State.

NEW HAMPSHIRE.

Eight daily papers in New Hampshire get credit for actual issues of more than one thousand copies. They are: Concord *Evening Monitor*, *People and Patriot*, Dover *Foster's Democrat*; Keene *Evening Sentinel*; Manchester *Mirror and American* and Manchester *Union*; Nashua *Telegraph* and Portsmouth *Times*. The Manchester *Union* alone of these eight has furnished regularly statements of circulation during a series of years and has probably a much larger issue than the remaining seven dailies combined. Its last report shows an average issue of 12,883. The *Union* is a progressive paper. By means of special arrangements with newsdealers and railroads the paper is delivered pretty generally throughout the State by early morning and reaches its farthest confines late in the afternoon. With the exception of the Indianapolis *News* and the Portland *Oregonian*, there is no other instance where a single daily so dominates a State as is the case

with the *Manchester Union* in the State of New Hampshire. The only other newspaper with actual figures is the *Keene Evening Sentinel*, which is given 1,536; the remaining six are credited with estimated outputs of exceeding 1,000 copies each. These seven are of little interest to the general advertiser, although it is probable enough that they would be found excellent media for local service.

NEW JERSEY.

Nine daily papers in New Jersey get credit for an actual average issue of more than four thousand copies. They are: *Elizabeth Journal*, *Hoboken Observer*, *Jersey City Evening Journal*, *Newark Advertiser*, *Evening News*, *Freie Zeitung*, *Paterson News*, *Morning Call*, *Trenton True American*. With the single exception of the *Hoboken Observer*, each of the nine dailies is accorded an exact circulation rating from publisher's detailed reports. The *Newark Evening News* appears to be first in order from every standpoint—a remarkably good paper, with an average issue of over 40,000 copies—nearly twice that of any other daily in the State. The *Newark Advertiser*, for many years the leading daily of the State, appears in second place with 21,015 to its credit. It is the oldest daily in New Jersey, still one of the best, and exhibits indications of considerable prosperity. From character and class of circulation it should and does command considerable attention and patronage. The *News* and *Advertiser* are each sold for two cents a copy. The *Freie Zeitung*, of Newark, has an average issue of over 6,500. In Jersey City the *Evening Journal* was selected at one time "by a committee of advertising experts appointed by the American Newspaper Directory as the newspaper in New Jersey entitled to highest rank for size, class and quality of circulation, and consequent advertising value." The *Journal's* average issue in 1899 was 14,486—exceeded only by the *Newark News* and *Advertiser*. The *Hoboken Observer* reached an average in 1898 of 10,563—a healthy increase over previous

years. In 1899 it failed to submit a satisfactory circulation statement and was accorded an estimate rating of exceeding 7,500. It is somewhat remarkable to find in Paterson two dailies of so large a circulation as that exhibited by the *News* and *Call*. The *News's* average for the year ending June, 1899, was 7,682, and the *Call's*, for 1899, was 7,040. Next to the *Newark Advertiser*, in longevity, is the *Trenton True American*, established in 1835—a good newspaper, under able management, having an average issue as shown by last report of 5,773. The *Elizabeth Journal* reports a steady growth in circulation from 3,855 in 1895 to 4,538 in 1899.

NEW MEXICO.

Only one daily paper in New Mexico gets credit for an average issue of more than one thousand copies, viz.: The *Albuquerque Journal-Democrat*. It is the only morning paper in the Territory, and for 1898 showed an average circulation of 1,529, which was reduced to an estimated rating of exceeding 1,000 in 1899 in the absence of a statement from the publication office.

NEW YORK.

Thirteen English dailies in the Borough of Manhattan get credit for actual average issues of more than twenty thousand copies. They are: *Evening Post*, *Herald*, *Evening Telegram*, *Journal and Advertiser*, *Evening Journal*, *News*, *Press*, *Sun*, *Evening Sun*, *Times*, *Tribune*, *World* and *Evening World*.

Considering these papers in the order indicated above: The *Evening Post* antedates all others, having been published continuously since its establishment in 1801. The *Post*, moreover, stands for a higher class of journalism, and possessing decided value from character and quality of circulation, more than from mere number of copies printed, is correctly placed in the Directory's bull's eye (☉) list of choice mediums. But the *Post* is still further distinguished in a most important particular, by furnishing with regular

ity detailed yearly reports of circulation, thus securing in the Directory a succession of unquestioned annual averages of great value to those interested in newspaper statistics. It is the only daily of the thirteen mentioned that appears willing to make known its exact figures—the only one in which an advertiser can purchase space, with an intelligent idea of just what he will get for his money. The *Post's* reported average for last year was 23,446. The writer once said to a man interested in publicity: "The *Evening World* prints ten times as many copies as the *Post*." "That may be," said the other, "but for me a notice in the *Post* is worth ten times more than the same in the *Evening World*." This goes to illustrate the supposed value of its quality of circulation.

Some one has said that the *Herald* is "more kinds of a newspaper than any other printed." Mr. Victor F. Lawson, of the *Chicago News and Record*, was once heard to assert, "We all have to take off our hats to the *New York Herald*." It is a great paper in every sense of the word—is read by all classes and found pretty much everywhere. There are many persons who think its circulation is not exceeded by any other daily in the city, or in the world; but probably a majority of the best informed might agree to give it third place, although doubtful if it should go quite so high.

The *Evening Telegram*, the "pink paper," is issued by the *Herald* concern for one cent, and enjoys considerable popularity among the people interested in racetrack news, which it presents in the form of indexed tables. It is given an estimated circulation of 40,000 for the year 1899. For previous years since 1895 it has always been favored with a letter rating implying an estimated output of exceeding 17,500. Mr. F. James Gibson, the present advertising manager, has been sending circulation figures to advertisers, but up to the present writing the Directory has failed to receive a statement which would enable it to accord a rating in plain figures.

The *Morning Journal*, whose nominal name is the *Journal and Advertiser*, is a free silver organ. It appears irretrievably committed to a policy of silence so far as circulation is concerned, although it is probable that its editions are larger than those of any other morning newspaper in the metropolis. The *Evening Journal* has, it is thought, the largest issue of any of the thirteen; but even of this there may be some doubt, although the character of its circulation is pretty well established. Its nearest competitor would be the *Evening World*.

The *News* holds its clientage with a persistent grip and has a wonderful prestige on the east and extreme west sides of the city; how many copies it prints nobody knows, but probably not far from a hundred thousand daily.

The *Press* appears to have met with unusual fluctuations. In 1894 it reported an actual average issue of 118,609. This in 1895-6 (no statement furnished) was changed to an estimated issue of exceeding 75,000. In 1897, owing to an apparent unwillingness to give information, a rating in the Directory was omitted. In 1899 a doubtful exceeding 40,000 is recorded, with indications that the publisher claimed more, but failed to substantiate the claim. The *Press* is further classed as "a kicker—unfriendly to the objects of the Directory," giving little information and expressing no desire for a rating in the Directory accurate or otherwise.

PRINTERS' INK is inclined to consider the *Sun* as the all around best paper published. For morning and evening editions combined there are those who believe it has a much larger issue than the *Herald*.

The *Times* is currently reported to be growing in circulation, and there are strong indications that this report is well founded. Its edition, however, is not yet large enough apparently to warrant its enterprising publisher to tell the exact facts concerning it.

The *Tribune* certainly is not losing ground in point of influence with its readers. It is doubtful if any other paper in America can

equal it in this respect. It would not be surprising to learn that both the *Times* and *Tribune* were entitled to a higher letter rating than either now receives, if the facts could be obtained. The circumstance that the public credits each with a greater circulation than it enjoys is a sufficient reason for withholding a statement of the facts. Both papers are in the bull's eye (☉) list already referred to.

The *World* persistently claims a larger circulation than any competitor, and invites investigation, but fails to make definite reports, and the advertiser who accepts its invitation to investigate, and calls for the purpose, is received with scant courtesy. It is generally placed second to the *Journal* in point of number of copies issued.

Nothing further can be added to the latest Directory ratings of these various dailies, which are as follows (all estimated): For the *Herald*, *Morning Journal*, *Evening Journal*, *News*, *Sun*, *Evening Sun*, *World*, *Evening World*, each exceeding 75,000—the highest letter rating obtainable; the *Times* and *Tribune* each exceeding 20,000.

Of dailies in other than the English language, mention should be made of the following to complete the list rated above 20,000: In German, *Das Morgen Journal*, exceeding 40,000; the *Staats Zeitung* and *Herold*, each estimated to exceed 20,000; and in Hebrew, the *Jewish News*, reporting an actual average of 32,914, and the *Jewish Herald* an actual average of 31,706. It is to be noted that the Jewish papers share with the *Evening Post* the distinction of being willing to let the exact facts be known.

Before leaving Manhattan, mention should also be made of these additional dailies, each of which gets in the Directory an average issue of less than 20,000 copies.

The *Commercial Advertiser* was credited with exceeding 12,500 from 1895 to 1899. Under a new management this paper is steadily advancing in merit and circulation, and if so inclined might show a claim to pretty nearly if not quite 20,000 copies. No evening paper is more attractive to or better liked by the educated, refined and pros-

perous classes. It is making rapid gains in its hold on the community. The *Mail and Express* is likewise rated as exceeding 12,500. Possibly the next higher letter rating, "D" (exceeding 17,500), would not be an overestimate. The *Post*, *Herald* and *Tribune* are sold for three cents a copy, the *Morning Sun*, *Commercial Advertiser*, *Mail and Express* for two cents, all others one cent.

In New York State outside of Manhattan, ten, dailies get credit for actual average issues of more than fifteen thousand copies. They are: *Albany Times-Union*; *Brooklyn Eagle*; *Buffalo Courier, Enquirer, Evening News* and *Times*; *Rochester Democrat and Chronicle*, *Union and Advertiser*; *Syracuse Herald* and *Post-Standard*.

The *Albany Times-Union* is an evening paper having four regular editions. Their combined issues averaged, in 1896-7, 21,110; in 1898 an estimate of exceeding 17,500 copies was accorded; for 1899 the publisher's statement showed an average edition of 23,507. There has been a pretty general "shake up" among Albany dailies in the last ten years, and a corresponding change in circulation; but the *Times-Union* is apparently ahead.

The *Brooklyn Eagle* has a field peculiar to itself, and covers it well. It is a necessity in every well regulated Brooklyn family, and "out on Long Island," from end to end, the one paper best read and most generally believed in. It is found in the bull's eye list (☉) and is an earnest exponent "of everything that is clean and refined in modern journalism." But the *Eagle* makes a mistake in failing to furnish the necessary facts for an accurate circulation rating. Since 1896, when it reported an issue of 20,000, it has maintained a dignified silence, and from an estimate of exceeding 20,000 in 1897-8, the Directory is equally silent in 1899. PRINTERS' INK believes the *Eagle* would "preserve its dignity" all the more if it would be communicative in this very essential particular. Its actual issue is doubtless more than 30,000, and less than 40,000, and its principal reason for withholding the exact figures may be found

in the circumstance that most advertisers credit it with a larger issue than it does in fact enjoy. It is so good a paper that if its sales were cut in two and its advertising rates doubled it would still pay its advertisers much better than a majority of papers do.

Buffalo is well supplied with dailies. The *Evening News* has an undoubtedly greater circulation than any other daily in the State, outside New York City. Its actual average for 1899 was 64,054. Then comes the *Courier*, established in 1828—one of the old-time substantial State journals which has kept pace with modern ideas and improvements, reporting an average issue for the year ending with September, 1898, of 55,001, but failing to do so for 1899 and securing an estimated rating of exceeding 20,000. An evening edition of the *Courier* is called the *Enquirer*, and for 1898 its average issue was 36,462; also reduced to an estimate of exceeding 20,000 for the year succeeding. That no later report has been received from these two papers may be due to oversight, but it tells against them from a reviewer's standpoint. The *Evening Times* follows after the *News* and *Courier*, in number of copies issued—showing an actual average during 1899 of 40,174. All Buffalo dailies named above are sold for one cent a copy.

The Rochester *Democrat and Chronicle* and the *Union and Advertiser* have, so far back as recollection extends, been the best regarded papers in that city. The *Union and Advertiser* is said to be the oldest daily newspaper in the United States west of the Hudson River, but the *Democrat and Chronicle* was established as the *Democrat* in the same year as the *Union*. The *Democrat and Chronicle* reported an average issue for the year ending with September, 1899, of 29,854; and the *Union and Advertiser* reported for 1899 an average of 18,864. Both papers are sold for two cents a copy.

The Syracuse *Evening Herald*, from an average issue of 16,703 in 1895, pushed steadily ahead to 26,916 in 1899. It is the only afternoon daily in Syracuse which is a

member of the Associated Press. The Syracuse *Post-Standard*, of the same city, is given an actual average, based on publisher's detailed statement, of 14,768. The fact that its figures for 1896 were 13,084 appears to indicate that for years its circulation has remained practically unchanged.

In conclusion, mention should be made of the two remaining dailies in New York State given an issue in actual figures, from publishers' detailed statements, of over ten thousand copies. They are: Albany *Evening Journal*, 13,531; New York, *Das Abend Blatt*, 15,565.

NORTH CAROLINA.

Four daily papers in North Carolina get credit for actual average issues of more than one thousand copies. They are: *Charlotte News, Observer*, *Raleigh News-Observer*, and *Winston-Salem Twin City Sentinel*. The *Raleigh News-Observer* appears to lead all others from a circulation standpoint. The *News-Observer* showed an actual average issue during 1897 of 4,796. A request from the Directory office for a revision of this rating in 1898 received but partial attention and imperfect reply, hence it was accorded an estimate of exceeding 4,000; from a duplicate experience in 1899 the same rating is repeated, but PRINTERS' INK is inclined to think that it may be too high. The *Charlotte News*, from an actual average of 1,780 in 1896, is credited with 2,571 in 1899. Possibly the steady growth of the *News* causes an unwillingness in the *Raleigh* office to furnish a detailed statement, knowing that comparisons are odious. The *Charlotte Observer* was, from some sort of an unsatisfactory report, raised to an estimated issue of exceeding 1,000 in 1899. The *Winston-Salem Twin City Sentinel* asserts that its average issue for 1899 exceeded 1,000 copies. This is the nearest that this publisher has ever come to making a definite circulation statement for the Directory.

NORTH DAKOTA.

Two daily papers in North Dakota get credit for average issues

of more than one thousand copies. They are: *Fargo Forum and Republican*, and *Grand Forks Herald*. Both papers furnish annual statements of actual issue with some regularity. The *Forum* reported 2,819 in 1899, quite an increase from the 1,983 reported in 1896. The *Herald* reported 2,643 in 1899, an increase of about 400 over the figures of the year preceding. Each is the official paper of its county.

OHIO DAILIES.

Four English dailies in Cincinnati and five in Cleveland get credit for actual average issues of more than ten thousand copies. They are: Cincinnati *Commercial-Tribune*, *Enquirer*, *Post*, *Times-Star*; Cleveland *Leader* (morning and evening), *Plaindealer* (morning and evening), *Press*, *Recorder* and *World*.

In Cincinnati the *Commercial-Tribune* and *Enquirer*, both morning papers, are among the oldest, the best and the most generally known of any Western dailies; the former makes a point of its character, influence and circulation; the latter is deservedly prominent from its enviable position in the bulls' eye (☉) list." The *Commercial* is more conservative—the *Enquirer* more progressive and also more aggressive. It has a monopoly of the "wants" and shows a decided "snap" on every page. The Directory editor has done his best to record with precision the circulation of these two papers, but from neither of them is it found possible to obtain anything like exact reports, and so the issue, whatever it may be, is largely a matter for speculation. The *Commercial* did state that in 1894 its smallest issue was 33,450; the two following years a letter rating indicated its average as exceeding 20,000, and the latest estimate is given as exceeding 12,500. The *Enquirer* from 1892 to 1896, inclusive, had credit for an estimated issue exceeding 40,000—reduced to exceeding 20,000 in 1899. Appearances indicate that these estimates are in both cases too low, but so long as they remain uncontradicted in the offices of publication the Directory would not be justified in raising

them. The *Enquirer* is sold at a high price, its Sunday edition is very large, but those who are in a position to judge have the impression that for the other six days the smallness of the edition would surprise those who have long regarded the *Enquirer* as a leader among American daily papers. To the *Times-Star* is accorded, from publishers' detailed statement, an actual average during 1899 of 138,577, the largest issue for which any daily in the State gets credit. Probably it is the one paper that gives an advertiser the best service for the money exacted of him. The *Post* is perhaps a close competitor, although its failure to report since 1897, when the average (155,132) was less than in 1896, is suggestive of a possible further decrease. It is now given a letter rating representing an estimate of exceeding 75,000. The *Post* and *Times-Star* are both afternoon dailies, each sold for one cent a copy. The *Commercial* is a three-cent, and the *Enquirer* a five-cent daily. Above figures tell an eloquent story on the subject of circulation. These are days of low prices.

In Cleveland the morning *Leader*, with its evening edition—the *News and Herald*—gets credit for an estimated combined issue exceeding 20,000; in 1894 it furnished a statement showing an output of 44,968, and there has been an apparent unwillingness to furnish later information, so that estimates of exceeding 40,000 copies were accorded since that year and this. The *Plaindealer*, also morning and evening, had for 1898 reported an actual average of 32,929, but for the succeeding year was content with an estimate meaning exceeding 20,000. The evening *Press* is perhaps second—certainly not to be classed lower than third in circulation among Ohio dailies. Its statement, as given in the Directory with some regularity, shows a steady increase up to September, 1898. The average then reported was 106,941. An opportunity to furnish later information, however, appears to have been neglected, so that the highest letter rating, meaning an excess of 75,000, is ac-

corded. The *Recorder*, morning and evening, has never made a satisfactory statement of issues and the estimated exceeding 12,500 strikes one as high enough. The *World* is evening only—its average in 1898 was reported at 26,685 and for 1899 is estimated as exceeding 20,000. All the Cleveland evening papers are sold for one cent a copy.

Outside Ohio's two big cities, eight dailies in the State get credit for average issues of more than five thousand copies. They are: *Akron Beacon-Journal*, *Canton Repository*, *Columbus Evening Dispatch*, *Ohio State Journal*, *Press-Post*, *Toledo Bee* and *Blade*. The *Akron Beacon-Journal*, a one-cent evening daily, exhibits an actual average issue for 1899, of 7,217; October, 1899, of 7,128; and the *Evening Repository* of Canton for the same period, of 6,412. In Columbus the *Evening Dispatch*, from which there is no record of definite information in the past five years, gets an estimated issue exceeding 7,500 copies. It is quite likely that the Directory is seriously at fault in the case of the *Dispatch*, for an examination of its columns and a consideration of local reports would indicate that it has the best advertising patronage in Columbus, and that is not likely to long be accorded to a paper with the smallest issue. It may be that the owners feel strong enough to ignore inquiries about its circulation, which, if so, goes to prove that however successful they may be as business men, they still are somewhat less than up to date in their ideas of what is due to themselves and to their customers as well. The *Columbus Ohio State Journal*, established in 1811, is one of the oldest dailies in the State, the only morning daily in Columbus, and a much better daily than can often be found in a city of less than 150,000 population. It is also to be commended for making its exact circulation known by means of Directory ratings, from year to year, with considerable regularity. For year ending with October 14, 1899, its average issue was 13,282. The *Press-Post* reported an average in 1897 of 19,419, but there has been an apparent unwillingness to

furnish later information of a definite sort; still, the last estimate of exceeding 12,500 in 1899 is probably correct. In Springfield the *Morning Sun* appears to dominate the situation, with 5,425 to its credit. In 1896 its output was 5,296, which appears to indicate that for several years the circulation has been practically the same. In Toledo the *Evening Bee* has never furnished to the Directory a satisfactory report of any kind, but rarely fails to complain of the consequences arising from its own negligence. Since 1895 it has been rated "F" (with some reservations), or exceeding 7,500. The *Blade* makes regular statements as a matter of course and shows a steady increase of from 15,350 in 1895 to 19,826 in 1899. It is the only Republican daily in Toledo and clearly leads all others in number of copies issued.

OKLAHOMA.

Two daily papers in Oklahoma get credit for actual issues of more than one thousand copies—both in Guthrie, viz.: The *Leader* and *Oklahoma State Capital*. The *State Capital* was the first paper published in that territory, and is now claimed to be the only daily receiving Associated Press dispatches. In 1897 its average issue was reported as 7,155, an increase from previous years; but failure to furnish more recent information results in doubt as to just what its present status is. For 1899 it was accorded an estimated rating of exceeding 4,000. The *Leader* in 1899 reported an average of 4,098, an increase of more than 500 circulation over the preceding year.

OREGON.

Only two daily papers in Oregon get credit for actual average editions of over two thousand copies. They are both in Portland—the *Evening Telegram* and *Morning Oregonian*. There is no other daily in the city and no other daily of very much comparative account in the entire State. The *Telegram* is largely local in circulation, but its circulation is also comparatively large—the average, as shown by detailed report for 1898, was 11,-

674. The *Oregonian* not only covers its local field, but has a big clientage extending far beyond State limits. Its last detailed statement to the Directory gives it an average issue of 26,108. The writer has reason to know that the *Oregonian* was never stronger in its field than at present; was never a better paper, better appreciated or more prosperous. It is generally supposed that the *Evening Telegram* is really a child of the *Oregonian*. The natural tendency of evening papers is to overshadow the morning side partners in number of copies sold with unexpected rapidity, especially when, as is frequently the case, as in this instance also, the evening paper is sold at a lower price. The *Oregonian* with its present advertising rates and character offers unsurpassed advantages to advertisers.

PENNSYLVANIA.

Six English dailies in Philadelphia get credit for actual average issues of more than twenty thousand copies. They are: *Evening Bulletin*, *Evening Telegraph*, *Inquirer*, *Press*, *Public Ledger* and *Record*. The *Record*, although most recently established, appears, from every standpoint, clearly entitled to first place in the consideration of advertisers. It tells the exact truth concerning circulation—tells it intelligently, from day to day, and with the greatest regularity from year to year. In the Directory it stands third in point of issue among all the papers willing to let their circulations be known, out of the over two thousand dailies catalogued. From 163,833 in 1895, it is given for the year 1899 an average issue of 185,902. The *Inquirer*, established in 1829—the oldest daily in the city—is accorded an average issue of 165,978. The *Evening Bulletin* is accorded an average issue in 1899 of 112,970, and the absolute correctness of this rating is guaranteed by the publishers of the Directory, "who will pay one hundred dollars to the first person who successfully controverts its accuracy." The *Bulletin* appears to have nearly doubled its circulation since 1897. The *Evening Telegraph* reported an actual av-

erage during 1898 of 25,766. It is a paper of importance and position, and it is asserted of it that it could show a vastly increased issue in 1899 if inclined to make a report, in the absence of which it has been accorded an estimated rating of exceeding 20,000 copies; its subscription price having been cut in two while the quality of the paper has improved rather than deteriorated. The *Press*, once known as "Forney's paper," now as Charles Emory Smith's, reported an average in 1896 of 66,758, but appears to have since refrained from furnishing definite facts. Its last estimated rating is exceeding 20,000. The *Public Ledger* has never made a circulation report for the Directory, and, perhaps, never will. Its estimated issue has varied from exceeding 75,000 in 1892 to exceeding 20,000 in 1898. But the *Ledger* can afford to be independent and have its own way. Its circulation ought to be much greater than the Directory indicates. It has adopted modern ways, is a modern paper with a valuable constituency, which places it correctly in the bull's eye (●) class.

Mention should here be made of the *Evening Item*, to which no recent rating is assigned. Perhaps the reason therefor can be told best in Directory language, viz.: "Actual average for 1895, 191,606; for 1896, 199,564 #; [this sign indicates that the accuracy of the rating has been questioned by one or more persons who claim to have facilities for knowing the facts]; for 1897, 198,475 # # #; for 1898 # # #" [the repetition of sign indicates "the editor of the American Newspaper Directory has offered to cause the correctness of this circulation rating to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper; but to this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast on the rating]. The *Press* and *Public Ledger* are sold for two cents, and all the others are sold for one cent a

copy. Three German dailies in Philadelphia are also credited with an issue of over twenty thousand; viz.: *Demokrat*, estimated issue, exceeding 20,000 furnished; *Gazette*, estimated issue, 40,000; and *Tagblatt*, actual average for year ending with September, 1899, 45,815.

In the city of Pittsburg eight daily papers get credit for average issues of more than twenty thousand copies. They are: *Chronicle Telegraph*, *Commercial Gazette*, *Dispatch*, *Leader*, *News*, *Post*, *Press* and *Times*. The *Morning Post*, only Democratic daily in Pittsburg, from an average issue of 36,860 in 1895, is accorded 51,293 and this last rating is guaranteed by the Directory as in the case of the Philadelphia *Bulletin*, already reported. It is the largest reported circulation in Pittsburg. The *Morning Times*, with 50,757 to its credit, comes second. Its circulation for several years has apparently been between 50,000 and 60,000. The *Evening Press* is accorded an average of 45,116 in 1899—a considerable increase over all previous years, except the one immediately preceding. The *Evening Chronicle Telegraph* for the year ending with June, 1899, reports an average of 42,726 against 49,130 in 1898, and 50,105 in 1896. The *Commercial Gazette* was established in 1786, and retains, as it has always held, a most important place as one of the very best dailies in the State. Its last detailed report, actual issue during 1898, 40,653, shows a steady gain over preceding years. For 1899 it failed to make a report and was accorded an estimated rating of exceeding 20,000. The *Dispatch* has furnished the Directory with but a single yearly report of circulation, as far back as the present accumulated ratings in that book extend. This was for 1896, when the average was 36,149; all later information has been incomplete and unsatisfactory; but the impression is that the *Dispatch* holds its own although unwilling to make a showing, which would not compare favorably in numbers with the larger issues of some less important dailies. The *Dispatch* is sold for

two cents—all the others for one cent a copy. Its rating is the same as that of the *Commercial Gazette*. The *Leader* has increased from 25,422 in 1895 to 29,566 in 1899. The *Evening News* claims to be the official paper of Pittsburg and Allegheny. Its average issue for 1899 was 23,953 a decided increase over all years save the one immediately preceding—a war year. It will be noticed that more dailies are reported in Pittsburg with an average issue over 20,000 than in Philadelphia, but the combined issue of the six in Philadelphia is nearly double that of the seven in Pittsburg.

In Pennsylvania, outside the two cities named above, seven daily papers get credit for actual average issues of more than seventy-five hundred copies. They are: *Harrisburg Patriot*, *Star-Independent*; *Pottsville Republican*; *Reading Eagle*; *Scranton Times*; *West Chester Local News* and *Wilkesbarre Record*. In Harrisburg, the evening *Star-Independent's* average issue for year ending October, 1899, was 7,917, and that of the morning *Patriot* for 1899 was 7,755. The *Patriot* is the oldest daily in the State capital, and claims to furnish "the quickest and best route to the homes of the best people of Central Pennsylvania." The *Pottsville Republican*, from an average issue of 7,293 in 1895, reported 7,717 in 1899. It appears to have a circulation twice as large as the other two Pottsville dailies, combined. The *Reading Eagle* is so good a paper, it seems a pity its publisher should decline to make known the number of copies printed. His detailed report for 1897 showed an averaged issue of 13,299; since then there has been a failure to establish the repetition of even so high a rating and the Directory, which in 1898 recorded an estimate exceeding 12,500, deems it wise to reduce the rating to exceeding 7,500 in absence of information for a later conclusion. The *Scranton Times* is credited with an average issue of 15,101, thus placing it ahead of all other dailies in the State outside Philadelphia and Pittsburg. The *Local News* of West Chester, "the

pioneer daily of Chester County," reported for 1896 an average of 13,228. In the absence of a later report it now has a letter rating of exceeding 7,500. The Wilkesbarre *Record*, from an average of 8,984 in 1895, has credit for 11,243. It is a surprisingly good paper. The *Record* is sold for two cents a copy; the Reading *Eagle* costs five dollars a year, and all other dailies named can be had for one cent a copy.

The only remaining dailies in Pennsylvania which get credit for actual issues of more than five thousand copies are those which follow. The figures indicate latest Directory rating in each case—all based upon yearly statements in detail: Chester *Times*, 7,020; Erie *Times*, 5,718; Wilkesbarre *Times*, 5,994; Williamsport *Sun*, 6,047.

Pennsylvania has more dailies than any other State, and it should be noted that with those of most importance it is pretty generally the custom to furnish for the Directory actual average statements of exact circulation. Of the English dailies named above, eight are designated by a letter rating.

RHODE ISLAND.

Seven daily papers in Rhode Island get credit for average issues of more than three thousand copies. They are: Newport *News*; Pawtucket *Evening Times*; Providence *Evening Bulletin*, *Evening Telegram*, *Journal*; Westerly *Sun* and Woonsocket *Evening Call*. All but two of the seven are accorded actual average issues by the year from publishers' detailed reports. The Pawtucket *Evening Times* "won't tell" and since 1895 never has told anything of value or use concerning its output. The present estimate is exceeding 12,500. The great dailies of Rhode Island are naturally found in Providence. The *Evening Bulletin* for 1899 had an output of 34,980, which, while lower than the 36,516 reported for 1896, is still much higher than all other preceding years. The *Evening Telegram* sent in a statement for 1896 showing an average of 30,722, in 1897 of 34,687, in 1898 of 36,735. In 1899 no

statement was submitted and an estimated rating of 20,000 was accorded. In 1900 this was reduced to exceeding 7,500 and a mark (###) put next to it, which indicated that persons claiming to know the facts had impugned the correctness of the publisher's statements, that the editor of the American Newspaper Directory has offered to cause the correctness of this circulation rating to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal, and that it was stipulated that the verification should be without cost to the publisher of the paper, but that to this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast on the rating. The *Journal*, established in 1829, is the only morning daily in the city, and one of the best in New England. It has a position in the bulls eye (⊙) list, and while valued, perhaps, more for the class and quality of its circulation than for the mere number of copies printed, its average issue of 13,985 shows an unusually large clientage, even for so conservative a paper published within an hour's ride of Boston. The Woonsocket *Evening Call* furnished for the first time an actual average report, covering the year 1898. Its average then was 6,143. It has since increased to 6,389. The Westerly *Sun*, from an average of 3,121 in 1897, printed for the year 1899, an average of 4,139 copies. The Newport *News'* average for year ending with June, 1899, was 3,671. PRINTERS' INK is reported to have said: "It is believed that there are few mediums of greater value, considering the cost, for high-class advertising, than the Newport daily *News*." The Pawtucket *Times*, as already stated, is as methodically persistent in failing to supply legitimate circulation reports for the Directory as most of the remaining Rhode Island dailies are careful to furnish details and so be correctly reported. The *Times'* estimated issue since 1896 has remained the same—exceeding 12,500. In 1895 the publisher asserted no edition

had been less in that year than 14,000. It would seem to the writer as he reviews these estimates, that they may be quite sufficient to explain the reticence on the part of the publisher about sending in up-to-date reports. Some people in this world are wise enough to let well enough alone.

SOUTH CAROLINA.

Two daily papers in South Carolina get credit for actual average issues of more than two thousand copies. They are: *Charleston News and Courier*, and *Columbia State*. Although Charleston has more than three times the population of Columbia, and the *News and Courier*, established in 1803, is one of the best of all Southern dailies, accorded a place in the bulls eye list (O), Directory ratings indicate that the *State* is ahead in circulation. Its average issue for the year ending April 6, 1899, was 4,808. While the *News and Courier*, which has failed to report in detail since 1894, is accorded an estimate of exceeding 2,250 copies. There is no doubt as to the *State's* figures, but it looks as if the *News and Courier's* estimate was too low. In 1894 it reported an average issue of 7,575. It is not impossible that another report in detail for an up-to-date rating might show a present issue as large as that of six years ago; still, the fact must be kept in mind that the estimated rating of exceeding 4,000, in 1895-6, a keeping back of information in 1897, and an estimate exceeding 2,250 in 1898 and 1899, all apparently go to show a decided decrease, especially as there seems to have been no assertion by the publisher that any correction was due.

SOUTH DAKOTA.

The Sioux Falls *Argus Leader* is the only daily in South Dakota credited with an output in excess of two thousand copies. In 1898 it sent in a detailed statement showing a circulation of 4,578, but for the succeeding year was content with a letter rating implying an estimate of exceeding 4,000. The paper bears indications of

prosperity—has both a morning and evening edition, and is well placed to secure early distribution, by means of over six railroads, outside of Sioux Falls. The only other daily in the State with over 1,000 circulation is the Deadwood *Pioneer Times*. In 1898 it reported its circulation as 1,531, but since then has deemed it wiser to maintain a policy of silence.

TENNESSEE.

Seven daily papers in Tennessee get credit for average issues of more than four thousand copies. They are: *Chattanooga News, Times*; *Knoxville Journal-Tribune and Sentinel*; *Memphis Commercial-Appeal*; *Nashville American and Banner*. The *Memphis Commercial-Appeal*, from detailed report, is accorded an average issue for year ending with March, 1899, of 21,716—quite an advance over the average during any preceding year, and placing it first among Tennessee dailies in point of circulation. It represents a consolidation of what were once three most important Southern papers—the *Commercial*, *Appeal* and *Avalanche*—and is now a prosperous daily in an enterprising city with a large and important clientele. Next in order is the *Nashville Banner*, with 14,378 to its credit. In the same city is published the *American*, which, for a long time, was believed to have a circulation equal to that of the *Banner*. Recently, however, grave doubts have been cast upon the correctness of its statements and the consequent accuracy of such a view, and the Directory, in its latest issue, credits it with an estimated issue of exceeding 4,000 copies, putting beside its rating a mark indicating that "the editor of the *American Newspaper Directory* has offered to cause the correctness of this circulation rating to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal, stipulating that the verification should be without cost to the publisher of the paper, but that to this offer the publisher's response was not such as to en-

tirely remove the impression of doubt that has been cast on the rating." There is on record but one definite circulation report from the *Chattanooga Times*, during entire period covered by Directory information. From 1892 to 1897, inclusive, it was given an estimated issue (in the absence of information, or information unsatisfactory) of exceeding 4,000; for the year ending with October 24, 1898, it did show an average unquestioned issue of 9,310; but in 1899 it went back to its old ways and is accorded a letter rating of "F z"—or exceeding 7,500—publisher's report unsatisfactory. It is the only morning and the best daily in Chattanooga. The *Evening News* of the same city reported its smallest issue in 1898 as not less than 5,000; for 1899 it adopted the easier plan of withholding all information, and is credited with an estimated issue of exceeding 4,000. It is of the same size as the *Times*, and resembles it in appearance.

In Knoxville the *Sentinel* is rated 5,222, based on the publisher's detailed statement. It is the official State, county and city paper. In 1895 and 1896 its output was estimated as in excess of 4,000 copies; in 1898 this was reduced to exceeding 2,250; for 1899 it furnished a statement which showed its average circulation that year to have been 4,582; the latest rating, given above, is for a year ending with April, 1900. The *Journal-Tribune* of the same city increased from an estimated rating of exceeding 4,000 to one in plain figures of 10,344 for a year ending with June, 1899. No further report having been obtained since, an estimated rating of exceeding 4,000 copies has again been accorded. It is a question whether this decrease from the former figures is not too radical and whether after all the *Journal-Tribune* has not the largest circulation in Knoxville. The fact that it is a two-cent paper while all others in the State are sold at five cents is a good basis for entertaining such a view. This newspaper succeeds to what was formerly Parson Brownlow's *Whig*, the daily *Journal* and the daily *Tribune*.

TEXAS DAILIES.

Six daily papers in Texas get credit for average issues of more than four thousand copies. They are: *Dallas Morning News*, *Times-Herald*; *Houston Herald*, *Post*; *San Antonio Express*, and *Waco Times-Herald*.

The *Houston Post*, with an average issue during 1899 of 12,910 (increased from 10,372 in 1896) appears to have nearly twice the circulation of any other daily in Texas. The *Houston Evening Herald* for 1898 is accorded an average of 5,447, and in 1899, in the absence of a publisher's statement, an estimated one of exceeding 4,000. In Dallas the *Evening Times-Herald* for the year ending with July, 1898, showed an average of 5,498, and for the following year 7,430, the highest figures of any newspaper in the city. The *Dallas Morning News* can only be criticised unfavorably in its persistent withholding of circulation statistics. Col. Belo, its owner, does not believe in giving them—he has never been known to give them in any such form as would authorize their publication in the Directory. The *News* is an excellent newspaper, exceptionally so; its character and class of circulation—like that of its twin, the *Galveston News*, is what advertisers consider more than the actual number of copies printed. Both papers belong and are found in the bulls eye (☉) list. They are the best papers in Texas and it is only their high subscription price that limits their sale. They are papers of extraordinary influence and make much money. The *Dallas News* from 1892 to 1896 was accorded an estimated issue of exceeding 7,500; in 1898 this was reduced to exceeding 4,000, at which it still remains. Probably it ought not to have been reduced. The *Galveston News*' estimated rating varied from E (exceeding 12,500) in 1892 to G (exceeding 4,000) in 1896. In 1898 it was placed at its present rating, exceeding 2,250. It is too bad that of the real issues of two such important morning dailies in Texas so little should be really known. The subscription price of

the *Galveston News* is \$10. In San Antonio the *Express*—morning—appears to have a pretty general monopoly of the field. It is reticent as to circulation statements, but seems entitled to an estimated issue in excess of 4,000, which is, after all, a pretty large issue for a ten dollar daily in these times of cheap newspaper service. The *Waco Times-Herald's* circulation was estimated in 1896 as being lower than 1,000 copies; in 1897 and 1898 as being in excess of that number; for 1899, the publisher sent in a statement showing an average output for that year of 5,320, apparently indicating that the estimates of the Directory editor had been too low—a direction in which many people think he is liable to err, although his own opinion is that his faults, if he has any, incline him the other way.

UTAH.

Four dailies in Utah get credit for actual average issues of more than one thousand copies. They are: *Ogden Standard*; *Salt Lake City Deseret News, Herald and Tribune*. "Gentile" papers now predominate. The *Deseret News* is the only Mormon daily, and has dropped from an estimated rating, exceeding 4,000 in 1896, to 3,531 in 1899. It seems, nevertheless to be a prosperous paper. Doubtless it is more of a church organ than a mere news distributor. The *Tribune*, without doubt, is the all around dominating best daily in Utah, and is the more prominent from its regularity and method in furnishing circulation statistics—always reliable. From an average of 8,177 in 1896, it is credited with 9,154 in 1899. The *Herald* made a report in 1896, showing a circulation of 4,342; its latest report indicates an output of 4,996. The *Ogden Standard*, from an average of 3,049 in 1895 has increased to 3,691 in 1899. All these newspapers, it will be observed, have furnished the Directory with such reports as it requires as a basis for giving ratings in actual figures.

VERMONT.

Only three daily papers in Vermont get credit for actual average

issues of more than two thousand copies. They are the *Barre Times* and the *Burlington Free Press and News*. All three furnish circulation statements with regularity. The *Free Press*, morning, established 1848, has increased its issue steadily from 4,078 in 1895 to 4,371 in 1899; the *News*, evening, established 1894, increased during the same period from 3,503 to 5,525. The *Free Press* is sold for three cents, the *News* for one cent a copy. They are both first-class. The *Barre Times* reported an issue for the year previous to October, 1899, of 1,975, and for a year ending with March, 1900, of 2,125. The *Montpelier Evening Argus*, the *Rutland Herald* and the *St. Albans Messenger* each given letter ratings representing an estimated issue of one thousand copies each. The opinion has been expressed that the *Rutland Herald* is rated too low, but the publishers of that newspaper do not appear to think so, since they have entered no protest, nor have sent in a statement of circulation since 1894.

VIRGINIA.

Four daily papers in Virginia get credit for actual average issues of more than two thousand copies. They are: *Norfolk Virginian-Pilot*; *Petersburg Index-Appeal*; *Richmond Dispatch* and *Times*. The *Richmond Times* has increased from an average issue of 9,173 in 1896 to 21,294 in 1898. The *Richmond Dispatch* is one of the few "before the war" papers remaining, and was long known as one of the best dailies south of Washington. Perhaps it should, even now, be accorded the bulls eye (●). From a smallest issue of not less than 8,200 in 1894, it was credited with an actual average of 10,025 in 1898. Since that time it has failed to give definite information, and is given a rating meaning exceeding 7,500, which perhaps coincides with the present output pretty closely.

In Norfolk the *Virginian-Pilot* probably has a larger circulation than the other four dailies combined. Its average in 1894 was 5,518, but in 1899 it had reached (for year ending with March)

8,060. In the Southern Sugar Bowl contest, in which a solid silver sugar bowl was awarded to the Los Angeles (Cal.) *Times* as being the newspaper published south of a line drawn from San Francisco through St. Louis, Cincinnati and Philadelphia, to the Atlantic Ocean, that gives an advertiser best service in proportion to the price demanded, the *Virginian-Pilot* stood second in lowness of advertising charges, and made clear that it is a newspaper of excellent quality. Although papers such as the *Washington Star*, *Houston Post*, *Baltimore News* and *Los Angeles Times* were competitors, the *Virginian-Pilot* hardly seemed out of place in their company. The *Petersburg Index-Appeal* never gives any but unsatisfactory or incomplete circulation statistics and appears moderately contented with an estimated rating of exceeding 2,250. It has been reported, in days gone by—and perhaps it is true now—that the *Richmond Dispatch* sold more papers in Petersburg than the *Index-Appeal* printed.

WASHINGTON.

Five daily papers in the State of Washington get credit for average issues of more than four thousand copies. They are: *Seattle Post-Intelligencer* and *Times*; *Spokane Chronicle* and *Spokesman-Review*; and *Tacoma Ledger*.

The *Seattle Times*, evening, reports an astounding growth from an average issue of 5,989 in 1896 to 19,653 in 1899—but nobody doubts the figures, and the paper is evidently prosperous. Its editor, Mr. Alden J. Blethen, was formerly of Minneapolis, and there obtained a big reputation for capacity. The *Post-Intelligencer* made a yearly statement of issues back in 1896, when the *Times* had less than 6,000. Its average at that time was 13,525. Since then there has been less inclination exhibited to state facts. Possibly the rapid rise of the *Times* may have something to do with this. Its latest rating—estimated—is exceeding 7,500. It is sold for seven and a half dollars a year, while the price of the *Times* is only five. The

Seattle Post-Intelligencer, or the P. I., as it is familiarly called in Western Washington, is a great paper and was never stronger than at the present time. Without doubt it is the best advertising proposition west of St. Paul and north of Portland, Oregon. The *Spokane Spokesman-Review*—morning—from an average issue of 5,086 in 1895, shows an average during the year 1899 of 10,643—an issue second only to that of the *Seattle Times*, among the five dailies. The *Spokane Evening Chronicle* furnishes regular annual statements and is credited with an average of 5,433. In Tacoma the *Morning Ledger* reported an actual average issue during 1898 of 6,751, and during 1899 of 7,492. The five dailies enumerated above are all more than usually good papers. It is conspicuously to be noted that in Washington and Oregon the popularity of the evening paper is growing vastly. In Spokane, Seattle, Tacoma and Portland the morning paper continues to hold the first place in influence, but in mere number of copies sold the evening paper, if not already ahead, will soon achieve that advanced position. As a newspaper point Tacoma is unfortunate. Seattle is too near and Portland not far enough away; while the papers they send out are too good to be competed with.

WEST VIRGINIA.

Three daily papers in West Virginia get credit for probable average issues of more than two thousand copies. They are all in Wheeling: The *Intelligencer*, *News* and *Register*. Each presents a fairly good appearance but there seems to be no special importance attached to any of the three. The one distinguishing characteristic in which all agree is an entire failure to furnish reliable data as to number of copies issued. This appears to indicate that the Directory's estimated circulations of exceeding 4,000 for the *News* and exceeding 2,250 for the remaining two is probably higher than a publisher's detailed report (if given) would show. The rat-

ings have practically remained unchanged for years. West Virginia is, perhaps, not a prolific field for good dailies.

WISCONSIN.

Six English dailies in Wisconsin get credit for average issues of more than four thousand copies. They are: *Milwaukee Evening Wisconsin*, *Journal*, *News*, *Sentinel*, and *Oshkosh Northwestern* and *Times*. The *Evening Wisconsin* is one of the best known, among the best Western dailies. The character of its circulation is high—according to a position in the choice bulls eye (O) list. To its further credit are the annual statements of actual issues from year to year, which come to the Directory office with regularity. The average thus shown, according to its latest report, was 16,720. The *Evening Journal* for the same period reported an average of 23,237. The *Evening News* persistently fails to give information but seems entitled to an estimated average issue of possibly exceeding 4,000. From 1892 to 1896 it was rated exceeding 7,500. The Directory editor appears to think the *News* is falling behind. The *Sentinel* is the only English morning daily in Milwaukee and its estimated ratings have varied from exceeding 17,500 in 1892 to exceeding 7,500 in 1898. In 1899 it furnished a statement showing a circulation of 20,082, apparently indicating that the estimate of the Directory editor had been too low. The advance of morning dailies in Milwaukee is hampered by the early arrival of Chicago dailies.

In Oshkosh the *Northwestern* has the largest circulation of any Wisconsin daily outside Milwaukee, and is in every way the best one. Its yearly issues, regularly reported in the Directory, show a steady increase; the average for 1899 was 4,565. The *Oshkosh Times* reported an average of 3,737 in 1898, and the Directory editor shows a belief in the paper's prosperity by according an increased estimated rating in 1899—exceeding 4,000.

There is a German daily in Mil-

waukee, *Germania Abend-Post*, which in 1898 reported an average issue of 20,129; in the succeeding year it failed to supply the necessary information for a rating in actual figures, and was accorded one meaning exceeding 20,000; and a Polish daily, *Kuryer Polski*, which asserts its average daily output for 1899 to have been 4,353.

WYOMING.

Four daily papers are catalogued in Wyoming, but there is no evidence that any one of the four has an average issue of so many as one thousand copies.

CANADA.

Five daily papers in Toronto get credit for average issues of more than twenty thousand copies. They are: *Evening News*, *Evening Telegram*, *Globe*, *Mail and Empire* and *World*. Exact circulation is made known in each case except that of the *News*. To the *Evening News* was accorded the largest circulation—42,283—during 1898. The absence of a statement since that date necessitates an estimated rating, which is put at 20,000. The *Globe* was the first Toronto daily to be established, and there is none other of greater importance or circulation at the present time. Its combined morning and evening editions have increased from an average of 28,741 in 1896 to 37,568. The *Mail and Empire*, also morning and evening, reported an average in 1895 of 23,601, and for year ending with April, 1899, 34,674. The absolute correctness of this last rating is guaranteed by the publishers of the Directory, who will pay one hundred dollars to the first person successfully controverting its accuracy. The *Morning World* has increased its issue from 21,275 in 1896, to 25,836 in 1899, and the *Evening Telegram* has grown from 21,818 in 1896 to 24,317 in 1899.

Five daily papers in Montreal get credit for actual average issues of more than five thousand. They are: *Gazette*, *La Patrie*, *Herald*, *La Presse*, *Star and Witness*. The largest daily issue in Canada is given to *La Presse*—66,022; the

Star comes next with an average of 51,752. *La Patrie's* average in 1898 was 19,091, and for 1899 is estimated as exceeding 17,500. The *Herald*, which has never favored the Directory with a complete report, is rated at exceeding 12,500. The *Witness* reported an average in 1896 of 14,491, but seems to prefer a present estimate of exceeding 7,500 to making known exact facts. The *Gazette* had an average issue in 1898 of 8,624, and in 1899 was given an estimated rating of exceeding 7,500. It is the only morning daily of general circulation in the city.

In Canada, outside the two cities named above, six English daily papers get credit for actual average issues of more than five thousand copies. They are: Vancouver (B. C.) *Province*, Winnipeg (Man.) *Free Press*; Halifax (N. S.) *Herald*; London (Ont.) *News*, and Ottawa (Ont.) *Evening Journal* and *Citizen*. The Vancouver *Province* reports an issue of 5,373. The Winnipeg *Free Press*, morning, has an evening edition called the *News-Bulletin*; the two editions combined reported an average issue during 1898 of 11,279 copies, but failed to make a report for 1899, and are compelled to be content with a letter rating which means exceeding 7,500 copies. They are unusually good papers. The Halifax *Herald's* average for 1899 was 5,160. Its evening edition—the *Mail*—reported, during same time, 4,015. The London *Evening News* reported an average of 8,029 in 1897, and an average of 8,309 in 1899. The Ottawa *Evening Journal's* average for 1899 was 8,687, and the *Citizen* reported 6,050.

In the city of Quebec *L'Evenement*, a French newspaper, is the only daily believed to issue so many as three thousand copies. Since 1894, when the smallest edition of *L'Evenement* was 11,285, nothing definite in the way of information has come to hand and the estimated rating is now exceeding 7,500.

In New Brunswick the *St. John Globe*, *Sun* and *Telegraph* each appears with an estimated rating of exceeding 2,250.

IMPROVEMENT OF THE PRESS.

The press is better than it ever was, when looked at from some points of view. For example, it is fairer and less based in politics. The most partisan paper of our day is a model of independence compared to the average paper of 20 years ago. More consideration is shown in the treatment of political opponents, and there is more reliance on argument than on abuse and misrepresentation. The spirit of the age has brought about this wholesome change, but the press reflects and exemplifies it. Again, the press is more alert, more enterprising, more interesting and instructive. More intellectual and literary ability goes into its making than at any other period.—*Chautauquan*.

An Office En Route.

A busy man is the stenographer on the Pennsylvania Limited. He takes your letters without charge.

—Adm.

SAGACIOUS DIPLOMACY.

Lord Salisbury has given instructions that all of Her Majesty's Embassies shall be supplied with Remington typewriters. All despatches and communications from the British Foreign Office are now written with a Remington.

INSURES GOOD SERVICE.

The New York Life Insurance Company uses 253 typewriters. 253 of these are Remingtons. The Metropolitan Life Insurance Company uses over 500 Remingtons. The use of the Remington typewriter insures good service.

Center of American Metropolis

Is Grand Central Station of the New York Central in 42d Street. You can reach it in from half a minute to fifteen minutes from 77 New York hotels, 55 clubs and 31 theaters.—Adm.

Ladies Travelling Alone

Have the services of a well trained maid on the Pennsylvania Limited to Chicago.—Adm.

CLEAN SHAVEN AND CAREFULLY GROOMED

Emerges the passenger from the Pennsylvania Limited; not begrimed by the dirt of travel.

A MAGNIFICENT LIBRARY.

stock and weather reports, stenographer and typewriter, barber and bath, electric lights, an attractive dining apartment, and superior cuisine, are among the distinctive features of the Pennsylvania Limited. Leaves every morning for New York.

On a Water Level.

From centre of New York to centre of Chicago and all the way in sight of a river or lake if you take the New York Central.—Adm.

Save Time, and Money.

The New York Central's Empire State Express between New York and Buffalo, 440 miles in 483 minutes. A two-cent mileage ticket (\$2.50) is good on this train.

APPEALS TO ALL.

Dining car service on the Pennsylvania Railroad. All the delicacies of the season.

STOCK QUOTATIONS OF THE PENNSYLVANIA LIMITED

enable the traveler to keep in touch with the markets. They are posted in the smoking room three times a day.

ONE of PRINTERS' INK's readers comments on the tendency of present-day reading notices to say something—to give definite, interesting information rather than confine themselves to generalities, as in former days. A number of those which he believes illustrate this tendency are reproduced above.

WAR NEWSPAPERS.

During the famous siege of Vicksburg in the Civil War the *Daily Citizen* came up smiling to the very last day, when it was reduced to the diet of wall paper. There are still existing copies of this indomitable journal printed on strips of wall paper torn from the walls of Vicksburg houses, and still radiant on the obverse side with all the glories of red and yellow flowers and impossible foliage.

The Mafeking paper has been published regularly under almost equally discouraging conditions. It has been printed on every kind of paper, down to the brown paper sacred to the local grocers, and the copies have been turned out while shells have been bursting within a few feet of the press. One 94-pound shell crashed through the printing room and was within an ace of carrying the editor with it; and another shell, with more fatal aim, burst in the room and played terrible havoc with machinery and newspapers.

At the memorable siege of Belfort, when the plucky French town was surrounded by the German hosts from November of 1870 to the 16th of February following, the local newspaper publisher was driven to his wits' end to find material for his paper. Even the supply of "parcel paper" was in time exhausted, and some of the issues appeared on canvas and strips of cotton.

During the siege of Santiago one of the city newspapers made its appearance printed on pocket handkerchiefs, a delicate way perhaps of indicating the Spanish intention to "wipe out the Americans."

Even in the darkest days of Lucknow the brave handful of defenders found heart and time to issue a paper. Certainly it took the unambitious form of manuscript and note-paper, produced in turn by a small number of literary volunteers, but it did valuable work in maintaining the courage and spirits of its almost desperate readers.

Similar journalistic zeal characterized the sieges of Kars, Plevna, Paris, Metz, Sebastopol, and, indeed, almost all the historic sieges of the century.

Perhaps the most remarkable feature of these war newspapers is their uniform tone of brightness and buoyancy. Many of them are so full of humor and high spirits that they might pose as comic papers with more justice than some that masquerade under the name.

This was markedly the case with the *Ladysmith Lyre*, which, both in its clever illustrations and letter press, touched the high water mark of boisterous humor, and must have dissolved the most anxious resident in laughter. It will be remembered that it was armed with a bundle of *Lyres* that Mr. Lynch, the war correspondent, sallied forth on horseback under the shade of an enormous white umbrella to effect an "exchange" with the Boers. —*Philadelphia (Pa.) Times*.

Use common words. Many liberal purchasers of the necessities and luxuries of life have never included a big dictionary in either list. —*Apparel Gazette*.

HARDWARE WINDOW SUGGESTIONS.

If you wish to exhibit a steel range, have nothing else in the window to divert the attention from this particular object; to give naturalness to it place a tea kettle or a few other pieces of stove furniture upon it, while a pan of nicely browned biscuits drawn half way out of the oven would cause many people to stop and look who otherwise might give it no attention. Place a card by it, stating that "with one of our ranges your biscuits will look as nice," or anything else appropriate. If it is a hard coal stove, carpet your display floor, put down a sample of your oil cloth and a zinc board; set up the stove, using your best Russia pipe, and place a candle or lamp inside at night to give the appearance of fire; then if you wish to have about six people looking at it where you had one before, make up a dummy sitting in a rocking chair with her stocking feet upon the foot rest, with a card reading, "Her feet are always warm at night." —*Michigan Tradesman*.

A MATTER OF WORDS.

Each and every word used in newspaper advertising costs a certain amount of money, therefore, it behooves the advertiser to weigh each word carefully and see that it fits perfectly into the fabric of his argument. —*Ad-Age*.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. F. Rowell & Co., was the first of the now numerous class of journals devoted to advertising. It likes to call itself *The Little Schoolmaster in the Art of Advertising*. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising mediums. Its columns are wide open for the discussion of any topic interesting to advertisers. Every advertiser man who is known at all has contributed to its columns. **PRINTERS' INK's** way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1899, 25,000. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. Address **PRINTERS' INK**, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,275 weekly.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

CONNECTICUT.

ADVERTISERS IN THE DAY, New London, guaranteed 4,500 daily average circulation. No other Eastern Connecticut paper makes a practice of publishing its circulation figures.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail order buyers, 150,000 at 60 per cent flat. **W. S. CONKEY CO.**, Chicago, Illinois.

MAINE.

We never have any trouble getting a rating in Rowell's exactly as we send it—doesn't cost us a cent. Our circulation is worth exploiting too. And we treat advertisers alike—one flat rate to all. Are you with us? **COURIER-GAZETTE**, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by **THE E. DESBARATS ADVERTISING AGENCY**, Montreal.

Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.



Get our illustrated catalogue of copyright Cuts, new and regulation. Better have exclusive agency for your city. We design, illustrate and electrotype.
R. CARLETON,
218 230 So. 14th St., Omaha, Neb.



If
You're
in the
Dark

as to how
to prepare
your ad-
vertisc-

ments, circulars, booklets and catalogues, write to me for information—I can assist you. The light of years of experience has made the entire subject perfectly clear to me.

The advantage of dealing with me is that I attend to the whole business. I write, illustrate, print, bind and deliver a job complete. I relieve you of all trouble. One order, one check, does the business. Write me and let me know what you want.

WM. JOHNSTON,
Manager Printers' Ink Press,
10 SPRUCE ST., NEW YORK

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date will appear on Saturday, September 1st. This will be the third quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

September

The month when every Sportsman is preparing for a trip after

BIG GAME.

Outfits are being overhauled and purchases made. Your ad in the September

National Sportsman

reaches these people.

Rates on application.

NEW ENGLAND SPORTSMAN PUB. CO.,
15 Exchange St., Boston, Mass.

The Parisian

The Only Publication in America which makes a permanent feature of exploiting and illustrating everything pertaining to

THE PARIS EXPOSITION

UNDER THE AUSPICES OF
THE PARIS EXPOSITION COMMISSION

On all news-stands. Price 15 cents. Published at 853 Carnegie Hall, New York.

GARDEN AND FARM CHICAGO.

For "A Little Farm Well Tilled" and Intensive Farming.

GARDEN AND FARM, Chicago, reaches the small farmers, gardeners of all kinds, those interested in floriculture, horticulture and rural homes.

GARDEN AND FARM, Chicago, goes into 60,000 of the best rural homes of America every month. It is in close touch with its readers, and is a paper with push that pulls. No Agricultural or Mail Order List is complete without GARDEN AND FARM. Orders received direct or through any responsible agency.

THE AMERICAN FARMER CO.,
1113-1114 MANHATTAN BLDG., CHICAGO, ILL.
EASTERN OFFICE, 150 NASSAU ST., NEW YORK CITY.

A SWORN STATEMENT

in detail showing the daily average circulation for the year ending June 1, 1900, of

La Patrie

now on file in the office of the American Newspaper Directory, gives the figures

26,043

20,000 a day more than that of three years ago, and steadily increasing. LA PATRIE goes into the better class French families and its readers cannot be reached through any other daily publication.

Rates are right. Write at any rate.

LA PATRIE PUBLISHING CO., Limited,
MONTREAL, CANADA.

Don't You Think

that if you were riding day after day on the Brooklyn "L" cars that the particular names and kinds of goods advertised would make an impression on your mind? It would and it does, and whenever the same people come to buy some needed article they will buy the one they see advertised in the cars in preference to any other.

You can buy space in the Brooklyn "L" from Kissam, the leading car card man. Ask him for information.

GEORGE KISSAM & CO.,

253 BROADWAY, NEW YORK.

Written by John J. Griffin, Albany, N. Y.

Our Chicago Cars

The different Street Car systems in which we control the advertising in Chicago are admittedly the best in the Great Western Metropolis. They cover over three-fourths of the city of Chicago and carry annually over 200,000,000 passengers. Almost all the lines of the North and West divisions come down into the city through Madison, State and Washington Street Loop, or through the Dearborn Street Loop, making them mostly Trunk Lines and not Crosstown Lines or feeders.

1,325 CARS

IN DAILY OPERATION.

The advertising service in these cars is the same that obtains throughout our system of America's leading cities, and that is the BEST. By reason of the territory covered, the superior appearance of the advertising, our perfect system of checking and keeping track of the advertiser's cards, there is no better or cheaper method of reaching the people of Chicago and the thousands of daily visitors than by advertising in these cars.

GEO. KISSAM & CO.

87-89 Washington St., Chicago, Ill.

TELEPHONE 2467 MAIN.

The St. Louis Chronicle

is booming, as the following letter to the Chas. H. Fuller Advertising Agency, Chicago, fully indicates. Better put it on your list now while you can buy space so reasonable, about one-tenth of a cent per thousand circulation.

MR. CHAS. H. FULLER,

Chicago, Ill.

ST. LOUIS, Mo., July 6, 1900.

DEAR SIR:—Following is a sworn statement of CHRONICLE circulation for first six months of 1900:

	JANUARY.	FEBRUARY.	MARCH.	APRIL.	MAY.	JUNE.
1st week.....	301,514	329,034	321,277	313,059	302,288	459,034
2d week.....	305,137	324,716	332,255	312,080	355,180	459,112
3d week.....	304,619	320,949	313,896	299,388	381,586	471,779
*4th week.....	470,151	337,730	470,096	353,320	582,280	589,831
Total.....	1,381,421	1,312,429	1,437,524	1,277,817	1,621,334	1,979,756
Average.....	51,163	54,684	53,241	51,113	60,050	76,144
*2d to end of month.						

I regret our inability at this time to fill out the form you sent us, but the figures I herewith submit ought to more than make up for the difference in form. The CHRONICLE's unit of circulation measure is the dollar, *i. e.*, cash receipts from circulation and not papers "printed"

or "distributed." The books of the Company are a mirror of sales from day to day. We preserve the *daily* statements of papers printed only long enough to make our weekly and monthly statements, which give the total and average daily circulation for the given period, together with an analytic statement of circulation and cash receipts from *each* and *every class of circulation*. The system is so simple as to admit of the quickest and easiest possible verification on the part of those interested.

The dollar being the unit of measure, our return and free lists are obviously low. For example, we have an exchange list of but 47 papers daily and but 122 papers daily are on the free list, embracing advertisers (local and foreign). Our city rate for June was \$4.40 a thousand and the average city rate for the first six months of the year was nearer \$4.50 a thousand. Our country rate is still higher. No paper published in St. Louis approaches THE CHRONICLE in the percentage of papers sold. Should you come to St. Louis or send a representative here, I would be pleased to submit our books and records for inspection and verification.

Yours very truly, (Signed) GEO. A. SHIVES, Business Manager.

STATE OF MISSOURI } ss.
CITY OF ST. LOUIS }

The representations made in the inclosed letter as to the circulation of the St. Louis Chronicle are correct to the best of my knowledge and belief.
(Signed) GEO. A. SHIVES,

Sworn to and subscribed before me this 7th day of July, 1920. My term expires Sept. 22, 1920.

(Signed) Wm. L. Posey, Notary Public, City of St. Louis.

For further information, address

F. J. CARLISLE, Advertising Manager,

53 Tribune Building,
NEW YORK.

Scripps-McRae Press Association,

116 Hartford Building,
CHICAGO, ILL.

NOTES.

Brains is now a 6½x9¼ inch weekly of thirty-two pages, published by Hawkins & Co., 150 Nassau street, New York.

CHAS. C. STEWART, an advertiser of Auburn, New York, advertises himself as "a man who helps people that advertise."

THE Lexington and Eastern Railway, of Lexington, Ky., issues a fine large booklet of views and facts of Natural Bridge in the Kentucky mountains.

THE "Burlington Route" issues a double booklet dealing with Hot Springs, South Dakota, which is a model of its kind. It gives excellent views and descriptions of this resort.

C. ARTHUR PEARSON asserts it will require two years' hard work and the expenditure of £250,000 to found the *London Daily Express*. He is at present losing \$1,000 daily on the venture.

MR. NELSON G. HOLLISTER, general agent N. Y. Life Insurance Company of 416 Broadway, N. Y., issues an illustrated folder showing himself in various conversational poses describing the advantages of the twenty year insurance bond offered by the company. It makes interesting reading.

E. O. THOMPSON'S SONS, tailors, of Philadelphia, issue a booklet called "Inards," devoted to detailing the finish—on the inside—given their garments. It tells about and illustrates certain improvements by the use of which a man's suit will retain its shape in spite of the rough usage to which it may be exposed.

THE Mahin Advertising Co., of Chicago, issues an "Advertiser's Hand Book" containing advertising definitions, tables of income of families and consumption of products, as well as lists with approximate rates of magazines, mail-order publications, religious publications and agricultural and foreign language publications; also national weekly and Sunday papers, and leading daily papers.

SOME one has discovered that there is a peculiar harbinger of comparative obscurity hovering over the doubtful honor of having a cigar named after you, if you happen to be a stage player. Jessie Bartlett Davis was stunned with perfect happiness four years ago when she received a box of perfectos, bearing her name on the cover—and now she is in retirement. Robert Mantell thought it an excellent advertising device to have his portrait pasted on every cigar and news-stand of the country as the trade-mark of a cigar, but now he is certainly on the decline, and is successful only in small cities. Agnes Booth also had her name on a cigar wrapper, and now she is living in retirement in Boston. Lillian Russell made up her mind to have a cigar named after her and behold she is now burlesque actress at Weber & Fields' music hall, and the public sees her no more.—*Cleveland (O.) Plaindealer*.

AN INTERESTING STORY.

A Fulton (Mo.) druggist prints the following "story" in his local paper:

About five and one-half years ago Mr. Abraham I. Smith, living in the northern part of the county, built himself a very fine house, had it finished up in first-class shape inside and out, and handsomely furnished. About two months ago he and his wife left home to spend the day, and imagine their surprise when they returned to find their house and everything in it burned.

He drove to town and telegraphed the insurance adjuster to come on next train and he would meet him, which he did, and they drove to the house. When they reached there the adjuster remarked, "What's the matter with you, Smith? I thought you said your house was burned, and there it stands without a blemish." So they got out and walked up to the house, and imagine the adjuster's look of surprise when he walked up the steps, across the porch and opened the door. The entire house had burned away. The adjuster paid him the insurance, \$2,200.

What deceived the adjuster was the paint he used had preserved the house from water and dampness, and the wood was as dry as a powder-house, and the fire starting from the inside had burned all it came to till it reached the paint, and as there wasn't any gasoline in it, it left the entire outline complete.

He drove the adjuster to town, looked up the carpenter that built the house, and renewed the contract with him, and a part of the specifications was "that the new house was to be built inside the walls of paint left standing, and that all the interior floors, furniture, stoves and everything was to be painted two coats of the same kind of paint they had used on the outside, so he wouldn't have to have any insurance." It is hardly worth while to say the paint on the house was the celebrated mixed paint sold only by C. M. Wright & Co., druggists, Fulton, Mo., as their paint was the only one made that will stand the test of fire, weather and time. The above is a true story, as can be proved by Turner Rosser, as he sold the lumber to rebuild the house. Dr. G. D. McCall, family physician, and N. L. Townsend, the prospective son-in-law.

STEREOTYPED ADVERTISING PHRASES.



ONE IS USUALLY SUFFICIENT—IN NO CASE ARE MORE THAN TWO NEEDED.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address: Chas. F. Jones, care PRINTERS' INK.

One of the greatest evils which the merchant or buyer has to contend with is overstocking with any particular line of goods. It takes quite a careful man to nowadays select just the proper kind and quantity of goods which are right to purchase for any season's business. It is really impossible for any one to do so without sometimes making a great mistake.

The best buyers are those who are always on the safe side, that is, who buy too little rather than too much. There is an old saying which is a true one, "It is better to cry for goods than to cry over them."

The shrewd buyer will only buy a quantity which he is sure of selling. Then if the goods sell better than he expects he can buy again.

* * *

A great many retail merchants injure their business through a false system of economy in not having enough light in their stores. Where natural light can be obtained, of course it is the best, and the merchant is foolish indeed who will allow his store to be dark when he can lighten it by going to any expense in making windows or supplying artificial light.

Where natural light cannot be obtained, do not stint yourself in artificial light; have plenty of it, but use it on all occasions. Of course, I do not mean that you should burn gas or electric lights when they are not needed; but do not, under any circumstances, let your stores be dark. You will find that the extra amount of goods which you sell by having a cheer-

ful, light store will more than pay for any expenditures in securing this light.

Not only is it a good plan to have light in your store, but, if your place of business is on a thoroughfare where there is considerable passing, it is well to have light outside, to show at night. The advertising value in having a well-lighted front is worth more than the expenditure.

* * *

While the real virtue of an advertisement may lie in the body matter, still the eye-catching qualities are almost wholly in the display which is used. An advertisement may be ever so fine, may contain ever so convincing an argument, and yet be set in so unattractive a manner that very few persons will get to the meat in it, because very few will be even tempted to give it more than a glance.

The perfect advertisement is that which has a good, substantial argument for business, clothed in proper expressions, and with some sort of an appropriate display in it, which will draw the eye of the person who may be reading the paper.

A great many writers make the mistake of leaving the display entirely to the compositor on the newspaper. An all-round advertising man should not only be able to write his advertisements in attractive wording, but should also have the ability to select the proper type in which to have it set. It is well, therefore, for each newspaper to furnish its advertisers who are capable of using it

correctly, with a type book or a type card, showing the various styles and sizes of type which they can place at the disposal of their customers. From this type-book an advertisement writer can select such type as may meet the requirements of his advertisements, and see that the tone of his advertisement is properly brought out by the style of type which will make the best display.

There is often a great deal of science to be used in display, as certain styles of type which are very proper for a fire sale, for instance, would not be at all proper for an opening advertisement of evening silks. One would naturally require a bold, black-faced type, while the other would want something very neat and attractive, but not loud.

Where an advertiser trusts entirely to the compositor to arrange the display, he is very apt to be disappointed in the way his advertisement will look when he sees it in the paper. The very line which he wished most prominent will probably be set in a small type, whereas something that he is not particular about calling attention to is shown up in big letters.

There are some advertisers, however, who either from lack of experience or lack of talent are not capable of selecting the proper type in which to set an advertisement, and these could do well to give the matter thought and attention until they have drilled themselves into a proper knowledge of the subject.

* * *

I believe in getting everything we possibly can in a legitimate way for our money, and in dealing with newspapers we would get just as much space as possible for the price we had to pay. This is simply a business matter. We find, however, that in various places retail advertisers in particular not only call upon the newspapers to give them the business value of their money, but they also want them to favor them in many other

little items, such as making them presents of theater tickets, railroad passes, and other accommodations, that are clearly out of the line of business which a business house should have with a newspaper.

In the first place, it is not human nature for any newspaper to give a business firm something for nothing. You may expect to pay for everything that you get, and if not in one way, you will in some other. If you call on your newspaper to give you theater tickets two or three times a week, or a railroad pass whenever you wish to go to some other city, you may rest assured that you are not placing yourself in a position to get from them the same low rates that other firms will receive who do not ask for unbusiness-like favors.

In the first place, no advertising man, unless he is the owner of the business, is morally in a position to ask personal favors of newspapers. If you ask your newspaper for personal favors, they are very likely to charge them up in some other way to the house which you represent, or if they do not do this in actual charges, it places you under obligations to the one who has favored you, so that you are not in a position to consider their publications and the value of the space which they offer from a purely business standpoint; you are biased, so to speak, in favor of them, on account of the accommodations which they give you.

It is an advertising writer's duty to work everything for the interest of his house, and not for his interests personally, as he is supposed to receive his salary as a compensation for his work, and is not expected to make anything on the outside from the newspapers in addition.

Although the press have very wrongfully, in many cases, even offered to grant personal favors to advertisement writers, they themselves consider it as so much purchase money paid, and expect you to return them in advertising favors as much as they have given you.

Those who do not offer to do so, but still grant such favors when

requested, regard it simply as a matter of blackmail, to which they must submit if they want business. It is time for a reform in matters of this kind, and the newspapers ought to stand up for their rights, and the advertisement writers ought to consider that they are dishonoring themselves and their profession by using such underhand means for their personal benefit.

* * *

The question comes up very often in every business as to whether it does or does not pay to cut prices.

There are a great many circumstances which attend the cutting of prices, which, in a large measure, determine whether it is profitable or not. Sometimes cut prices are a necessity and the question of immediate profit is not to be considered. Any line of goods which is likely to go out of style, of which the store has too large a quantity, must very often of necessity be reduced by cutting prices so as to induce persons to take them.

Of course, such cutting of prices could have been avoided by more careful buying which would have prevented too large a stock to accumulate. But no matter how careful the buyer is there are sometimes seasons which turn out differently from the expectations of the most expert, and on these occasions there are naturally things which seem good judgment to buy at purchasing time, but which later turn out to be a bad choice. These goods must necessarily be worked off in some manner and usually the most satisfactory way, both to the merchant and to his customers, is to reduce the price so as to sell rapidly and get rid of the surplus stock.

It is hardly necessary to say that many times it is well to cut prices on stocks a considerable while before they really become unsalable. A small cut in a line of goods right in season, when they are needed, will be more likely to sell a large quantity than a much larger cut later on. For this reason, if a buyer has a presentiment that it will not be very long before certain goods are likely to be hard to sell,

it is well for him to begin cutting prices immediately and thus avoid making such deep cuts when the goods turn out to be really out of date. There are also times when it pays to cut prices in order to advertise a certain stock of goods and to get buyers acquainted with the department of stock which they carry.

For instance, a certain store has a handkerchief department which has all along not been patronized very liberally. The other departments of the store seem to be thriving, but for some reason or another buyers do not come to the handkerchief department very freely. Now, if certain lines of goods be taken and the price cut so as to offer some very special bargains, and if these bargains are rightly displayed in the windows or advertised, without doubt a great many persons would be brought to the department who otherwise would not come. Half of these persons who come may purchase the goods on which the prices are cut. If they do no more than this it is often policy to introduce the department to new people who will probably be so pleased to get the bargains at this time that they will return at some future time and buy other goods. Again, if these persons come for the goods on which special prices are made, they may at the same time buy other goods on which there is a fair margin of profit.

There are other occasions in which cutting prices does not pay. Simply doing so for the purposes of outdoing or fighting a competitor is often disastrous. A merchant who will deliberately for no other purpose than getting ahead of his neighbor cut prices on some article may find in the end that he has only given his competitor a knife with which to cut still deeper into the prices, and thus not only is the merchant out the loss on his first cut prices, but he will reap no glory in doing so on account of his competitor beating his prices. It is usually this way in wars between stores; and the better part of merchandising seems to point to avoiding all such price cutting.

As a whole, while a great many

minor points may be shown for the benefit of the merchant, there are still other views which may be taken on each side which have equal value from the standpoint of an argument for or against cutting prices.

* * *

What do you do with your copy of PRINTERS' INK every week after you have received it? This paper is published with the hope of doing you and your business good. Do you get out of this paper all that you could? Do you not only get its good features in your own head, but do you also get your employees to learn from it all the lessons of business economy which it is constantly endeavoring to teach?

I have lately heard three merchants express themselves on the way in which they use a trade paper every week.

One of them said that when the paper came he first read it over carefully himself, and then he filed it away for future reference. Possibly he might refer to it again at some distant time and possibly not.

Another said that after reading the paper himself he turned it over to his partner, who likewise read it, and then he passed it around the store to the heads of the principal departments, who looked over it at their leisure and picked out such good points as might be of use to them.

The third one said that after reading it over himself, he carefully tore it up into pages and gave to each clerk in the store those pages which contained articles which he thought it would be to his benefit to read. After the clerks had read the pages distributed to them, they exchanged about among themselves until the paper had circulated pretty generally all over the store; then all the pages were returned to the office and bound together with a wire clasp so as to hold them as nearly as possible in their original position.

Now, what do you do with your copy of PRINTERS' INK?

Do you follow any one of these plans? I think that the last two were much better than the first, and

I should be glad if I could get every subscriber of this paper to take interest enough in themselves and in their business to see that their employees read the different articles which bear on the subjects in which they are interested.

I presume there are quite a number of subscribers who not only take one copy, but who take several. I believe if they will distribute these among the different heads of their departments that they will receive more than their money back in the advantage which they derive from keeping their employees well posted on the different subjects.

It is, no doubt, worth more than the price of this paper if you can put one or two good ideas into the heads of any of your buyers or stockkeepers. Still, if you do not feel disposed to subscribe for more than one copy, why not make use of the copy which you are getting, by seeing that all your employees read it in either one of the ways which have been suggested above?

* * *

The practice of substituting other goods for what the customer desires is one which is becoming prevalent among some retail stores. It is a practice which I must condemn in the strongest terms; it is a near-sighted policy, which only looks at the to-day and forgets the to-morrow.

Substituting different goods from those ordered or purchased, or any kind of an imposition upon a customer, is a policy which might pay very well if there was no future, but every sale that one makes of this description will probably lose many sales in the future.

If a merchant intends to go out of business in three months from this day and never again to into the retail business, then it may pay him to pass off on his customers things which they do not want. Otherwise, it will not.

Substitutions can be made in any department of a store. For instance, a lady comes in and wants to purchase a pair of shoes. The merchant sees at once that she ought to have a certain width of shoe for comfort and wear, but

does not happen to have just that width in the grade of shoes which she wants. The substitution plan is to take the shoe behind the counter, where the lady will not see it and by a stroke of the pen change the size or the width to suit the occasion. The shoe is then tried on and probably the lady, supposing it to be the right size, does not notice just then that it does not fit quite as perfectly as it ought; but when she gets home and wears the shoe awhile she will find out that she has been deceived about the size. Then she does not buy shoes from that store again.

This same practice can be carried on in every department and will be just as hurtful wherever it is tried. If a storekeeper has not the size that the customer desires, let him say so in so many words; then, if he can persuade her to take something different and it proves unsatisfactory, she cannot blame him. It is better to lose a present sale than to lose the future sales. The same bad practice is sometimes used to a great extent in filling mail orders in retail houses. This is, if anything, worse than imposing on a customer who is present. If the merchant has not the goods which the customers desire and wishes to send something else, let him write to them to that effect, stating that he is out of what they wish; that he takes the liberty of sending other goods which he thinks will answer the same purpose, but if they do not, the customers have the privilege of returning "at your expense." Please note the last three words—"at your expense"—because, if returned at their expense, it is manifestly almost as much of an imposition as if they were compelled to keep the goods.

* * *

A great many persons tell us that the bargain counters of a store ought to be located in the front of the building. This is true in a good many cases, but they might, in other cases, be advantageously placed in the rear of the store. This depends a great deal upon what purpose we have in view when offering a special bargain that is to be placed on open

counters in the center aisles of the store, or any other place that you may wish.

In the first place, if your object in view is simply to sell the goods and get rid of them, then you ought to place them where the largest number of people can see them—that is, near the entrance. Here a great many people will view them and make purchases.

Again, if your object is to give your store a well filled and busy appearance, it is well to place the counters so that the people shopping may be seen from the door. It is a good feature to think of, in arranging special sales, to give the store the appearance of being as busy as possible. Human nature is a great deal like sheep nature. People like to go where others go; and whenever a store has the reputation and appearance of being well patronized, this fact in itself secures for it other patrons who could not otherwise be induced to attend the sale.

If, however, as is sometimes the case, a special sale is gotten up expressly for the purpose of drawing people to your store to view it, or to get them in the habit of coming and seeing what kind of goods you keep, it is sometimes well to have the goods offered in the rear of the store, with proper signs in the windows and in the front of the store directing them where the goods may be found. This draws the people back into the store, and gives you more of an opportunity to show them the different stocks of goods as they pass by, and, if the store is in any way a large one, it inculcates in their minds a knowledge of the improvements and the character of the business "being done."

* * *

Somebody has said that "business is war" and somebody told a great truth in a few words. The business man who would win his way to the top to-day must possess those fighting qualities which have brought fame and success to leaders during all times. Ambition, courage, tenacity, penetration, execution, are as necessary in trade to-day as they ever were in war.

Not "Thinks"

BUT LIES!

The following are a few of "Ink Think's" Lies, written by a fellow who pretends to know everything, but what he doesn't know about the ink business would fill a book as large as any dictionary.

LIE No. 1.

Have you been misled by the siren-like ads that promise you \$3 inks for 25 cents, "cash with order?"

LIE No. 2.

Maybe you gave up your quarter and got a tube of colored goose grease—and not good goose grease at that.

LIE No. 3.

Some fellows bought a barrel of the stuff, and some of them who wouldn't know good ink from molasses and mud, bought another barrel—regular 18-cent quality, but we can afford to sell it for four cents, because we get the cash, johnny-on-the-spot.

LIE No. 4.

The cheap-jonson concerns are usually not even co'or grinders—they are jobbers, buying the cheapest refuse from the cheapest manufacturers.

LIE No. 5.

Any reputable house could produce the cheap-jonson stuff, but a reputable house couldn't do it long and keep its reputation.

I sent one of my boys to the ink house that issued "Ink Thinks" to purchase some Dark Green and Vermillion, same as used on the book. Their clerk asked him if he had a special price on them, and when he answered in the negative they charged him \$1.50 a pound with a small discount for cash.

I would be glad to sell these inks for half that money, and make a good profit.

This is one of the methods pursued by the ink house that paid a hireling to write infamous lies about a legitimate competitor, and who afterwards admitted that the book was too windy to be of any account.

Every printer who buys inks from me knows my prices, and also knows that he does not have to pay more than his next door neighbor. I don't pretend to give \$3 ink for 25 cents, or 18-cent quality for four cents, and I challenge the ink house or the writer of "Ink Thinks" to show me an advertisement where either of them appeared.

I will leave my reputation in the hands of the printers of the country, for it is nonsensical to think that the other ink men would have a good word for the man who revolutionized the ink trade, and brought prices down to a fair level.

Send for my price list and compare it with "Ink Think's" prices.

Don't be carried away by the oily tongue of a fellow who is paid for lying, but listen to the cold, hard, matter-of-fact way I have of expressing myself, and proving everything I say. Address

PRINTERS' INK JONSON,
13 Spruce Street, New York City.

Twenty-two Insertions Gratis

An advertisement contracted for to appear in PRINTERS' INK for the year 1901 will be inserted

FREE

in all the remaining
issues of 1900.

Address

PRINTERS' INK,
10 SPRUCE STREET,
NEW YORK.

Printers' Ink

is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority. — *The Chicago Daily News.*